

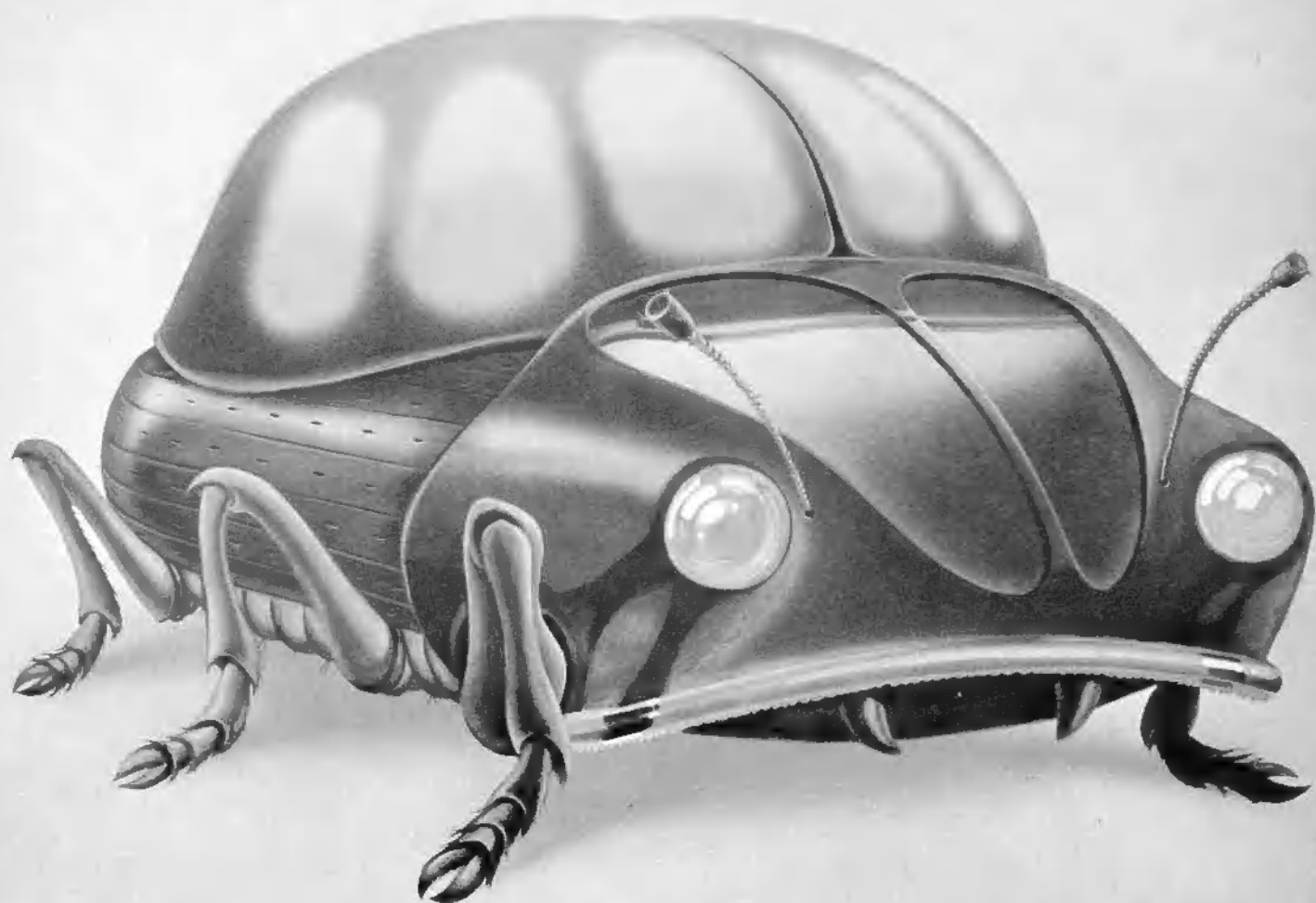
# MAD

No. 75

Dec. '62

## SPECIAL CUTTING CLASSES ISSUE





## Pesky Import

Fooled yuh, hah? No, this is not a car, it's a beetle—a German beetle—a Volksbuggen!

Unknown before World War II, today it is multiplying fast and spreading all over the world. Some people think it's cute. They even keep it as a pet and brag about it to everyone they meet. Other people simply can't stand it. They call it a pest, and are

always afraid of running into one and squashing it.

Then there are the commercial bug-breeders! They really hate it! They were scared that this tough little foreigner might hurt their larger, less-maneuverable American bugs. So they created our own home-grown variety of small bugs—with fancy names like Valiant, Corvair, Falcon, etc.

But, as of today, the intrepid Volksbuggen seems to be holding his own. And where the mighty battle of the bugs will end—who knows? One thing is certain, the Volksbuggen won't be easy to dislodge now that he is firmly entrenched.

Unless, maybe, a new Japanese beetle comes along!





# MAD

"Learn from the mistakes of others, 'cause you'll  
never live long enough to make 'em all yourself!"

— Alfred E. Neuman

**PUBLISHER:** William M. Gaines **EDITOR:** Albert B. Feldstein

**ART DIRECTOR:** John Putnam **PRODUCTION:** Leonard Brenner

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**SUBSCRIPTIONS:** Gloria Orlando, Celia Morelli

**CONTRIBUTING ARTISTS AND WRITERS:**

The Usual Gang of Idiots

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## VITAL FEATURES

### KIDS' LETTERS TO WORLD LEADERS ... 7



Kids' letters to Kennedy made a big hit, so we've dug up kids' letters that were sent to other world leaders — by us, naturally!

### THE IRVING IRVING STORY ..... 12



Once in 20 years, a movie of magnitude and scope is made. And if you're lucky, this bomb "Movie-Musical" won't be playing with it!

### CELEBRITIES' HOME MOVIES ..... 20



Whenever movie stars take their own "home movies," they're jerky, dull and exposed badly. The stars, that is — not the movies!

### ON THE BEACH WITH DON MARTIN ... 24



Don Martin's version of Robinson Crusoe shows his love of the beach. He even lives on a beach. You might say that he's a Beachnut!

### INTELLECTUAL TV PROGRAMS ..... 30



A MAD look at TV geared for the "7-year-old mind" in a magazine geared for the 5-year-old mind. That oughta confuse you no end!

### THE LIGHTER SIDE OF TEENAGERS ... 34



With this article, MAD takes a humorous look at Teenagers — which is like the pot laughing at the kettle 'cause it's black.

### MAD'S 1962 FOOTBALL ROUND-UP ... 40



Big magazines do football round-ups of big colleges. Here's a football round-up of little known schools — by a little-known magazine.

### CHICKEN MAGAZINE ..... 43



We can't give you a five-line description of this magazine, because we were too scared to re-read the article after we wrote it!



## MAD TWISTS ROCK 'N' ROLL

I am now listening to your new LP record "MAD Twists Rock 'n' Roll." It's a sensational hit — not flop. I played it for my neighbor and he thought it was a riot. Even my mother likes it.

Paul Ritter  
St. Louis, Mo.

The head of the Music Department of The Bronx High School of Science liked your new album so much he taped it and played it for all his classes. I enjoyed every minute of it.

Laura Schecter  
Class of '63

Played a couple of bands from your new record album on my Saturday radio show. The audience response was tremendous. Within minutes, the telephones were ringing with people requesting more. Unfortunately, the station manager didn't like the idea at all. Know anybody that needs a disc jockey?

Ray Blair  
WTRA Radio  
Latrobe, Pa.

Congratulations! Your new LP album, "MAD Twists Rock 'n' Roll" is number 41 on the "Phoenix Top 40!"

Jon X. Ewing  
Phoenix, Ariz.

Is it still possible to buy a MAD Straight-Jacket? I just bought your new "MAD Twists Rock 'n' Roll" album, and I love every song — so I know I need one!

Bill Brantley  
Puyallup, Wash

## TWO MINOR GRIPES

There are just two things I can't stand about your magazine.

- (1) The words, and
- (2) The pictures!

Ed Schroeder  
Youngsville, N. Y.

## ABSORBING READING MATTER

Many people ask me why I subscribe to MAD. Well, the reasons are manifold. That's right! I stuff them in the exhaust manifold of my car. You'd be surprised how much dust and fumes MAD absorbs.

J. P. Higbed  
North Walkerville, S. Australia

## MAD GOES ON RECORD

Speaking of free publicity, you're on another record beside your own. MAD gets a nice plug on something called, "Ahab the Arab."

Karen Pierce  
No Address Given

## MAD HELPS CLEAN UP U.S.

MAD is certainly playing an important role in cleaning up America. Not because your expositions of contemporary social problems are cogent, but mainly because everyone uses your magazine to wrap their garbage in.

John T. Hart  
University of Notre Dame

## A FRIEND, INDEED

Yesterday, my mother said that MAD was the worst magazine on the stands. She said it must be written by idiots because of its trash content and poor style. Naturally, I stuck up for you. I said you couldn't help it!

Candy Quinn  
Oceanside, N. Y.

## WANTS TO JOIN THE FOLD

Would you please tell me where I can buy a pair of shoes with hinges like the ones worn by Don Martin's characters?

Frank Lloyd  
No Address Given



Hinged Shoes?

## HELPING TO SEE THROUGH

The Polish satirist Stanislaw Lec once wrote: "The window to the world can be covered by a newspaper." I firmly believe that you are doing much to uncover that window. Congratulations on a thoroughly fine piece of literature.

George L. Rosenblatt  
Houston, Texas

Please address all correspondence to:  
MAD, Dept. 75, 850 Third Avenue  
New York City 22, N. Y.

# I "Kidd" You Not! No More Digging Up Buried Treasure For Me!



Avast, m'hearty-laughers! I'm finished with trying to uncover the latest issue of MAD from under today's cluttered magazine racks! So if ye want to sail with me, m' buckos (on the Spanish Mainly), dig up two buckos and—

# SUBSCRIBE TO MAD

use coupon or duplicate

## MAD SUBSCRIPTIONS

850 Third Avenue, New York 22, N. Y.

You're right! I'm sick of searching through my newsstand with silver in my long Johns. Here's my \$2.00. Enter my name on your subscription list, and send me the next nine issues of MAD by mail. That ought to make you, jolly! Roger? 'Cause you're the biggest pirates of them all!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

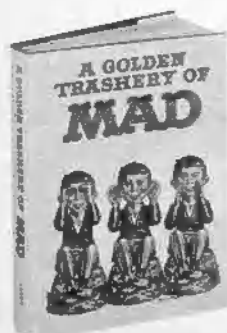
Please allow at least 8 weeks for subscriptions to be processed

# THE CRITICS WERE OVERWHELMED

WITH NAUSEA, DEPRESSION AND REVULSION BY

## "A GOLDEN TRASHERY OF MAD"

But what do those guys know about good literature? This latest hard-cover de luxe anthology contains one hundred and thirty-six pages, (many in vivid color) of the best humor, ad satires, and garbage to appear in past issues of MAD. In other words, it's a permanent collection of temporary insanity. If you missed any of this idiocy, or if you read it and you want a lasting reminder of what a fool you were in the first place, this book is for you. It also makes a dandy Christmas present — if you know someone who can't read. Like a critic!



MAD ANTHOLOGY  
850 Third Avenue, New York 22, N. Y.

I enclose \$2.95. Please rush  
THE GOLDEN TRASHERY OF MAD

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

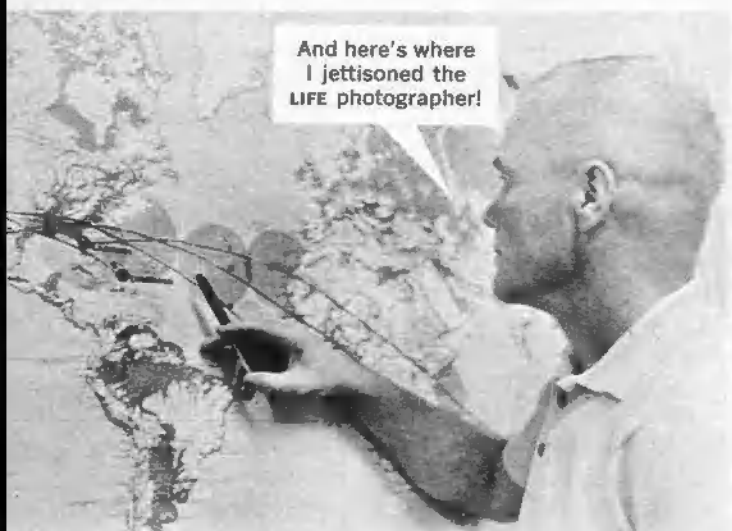
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**FREEDOM WITH SPEECH DEPT.**

Recently, MAD plugged a funny new book—"Who's In Charge Here?". As a result, the author, Gerald Gardner, is now raking in the lettuce — mainly because he and his family were forced to become migratory workers. However, he's still found time to contribute this ridiculous feature we call:

# SPEAKING



# FROM PICTURES

WRITER: GERALD GARDNER

Photos by UPI

And there'll be no  
more handball playing  
against the Wall!!



"If I had better powers of concentration, I could  
tell you the name of that 'U-2' pilot!"



Is old native custom, Sir! Now,  
we clamp electrodes on your head!

They've accepted our proposal!  
Now what do we do—!?



Sure they never tossed you out of  
Harvard! You didn't get caught!!





# Alfred's Poor ALMANAC

<b>TUES</b> <b>25</b>	MAD goes on sale. 85,000 newsdealers await onslaught of eager customers.		<b>WED</b> <b>26</b>	Billy Sol Estes hires Alfred E. Neuman as his accountant, 1961.	
<b>THURS</b> <b>27</b>	Pablo Picasso accidentally locks himself inside early refrigerator, discovers cubism, 1908.		<b>FRI</b> <b>28</b>	"A foul shot in basketball gets its name because it's an underhanded attempt!"	
<b>SAT</b> <b>29</b>	"A poor driver on a steep hill is often dangerously inclined!"		<b>SUN</b> <b>30</b>	Farmer Abner Frizzby plays harmonica in cornfield, says it's music to his ears, 1933.	

WRITER: FRANK JACOBS

<b>OCTOBER</b>			<b>MON</b> <b>1</b>	400 Congressmen begin re-election campaigns. Weather Bureau reports huge hot air mass descending over U.S.	
<b>TUES</b> <b>2</b>	"A grocer who stacks detergents on a high shelf usually jumps for Joy!"		<b>WED</b> <b>3</b>	Scranton, Pa. curtain-makers strike for fringe benefits, 1937.	
<b>THURS</b> <b>4</b>	Harry Oxmount sets new record for most Homers, acquires his 62nd copy of "The Iliad," 1961.		<b>FRI</b> <b>5</b>	Judson Philmott devises Automotive Roulette — five Cadillacs and an Edsel, 1958.	
<b>SAT</b> <b>6</b>	At 2:27 P.M. today, Irving Ungley will trade in his wife for 157 books of Plaid Stamps.		<b>SUN</b> <b>7</b>	"A watch-maker usually all wound up in his work!"	
<b>MON</b> <b>8</b>	"Khrushchev's speeches are invariably Red between the lines!"		<b>TUES</b> <b>9</b>	Tree-surgeon Al Bino performs delicate operation, but modestly refuses to take an extra bough, 1958.	
<b>WED</b> <b>10</b>	Ceiling of Cleveland vaudeville theater collapses, breaking up the audience, 1925.		<b>THURS</b> <b>11</b>	"A person who feels inferior usually has a complex problem!"	
<b>FRI</b> <b>12</b>	Columbus Day. In 1492, so everyone asserts, Columbus stepped upon our shores — and leased a car from Hertz.		<b>SAT</b> <b>13</b>	Sen. John Bulch dislocates kneecap, is summoned before special Congressional Joint Committee, 1946.	
<b>SUN</b> <b>14</b>	Durwood Finch invents the Manhole Cover, 1862.		<b>MON</b> <b>15</b>	"The next Governor of New York State will have a Rocky road to follow!"	
<b>TUES</b> <b>16</b>	"A prizefighter usually does his figuring in round numbers!"		<b>WED</b> <b>17</b>	Seymour Ugg leaves Stone Age restaurant without paying, uses diner's club instead of cash, 12,121 B.C.	
<b>THURS</b> <b>18</b>	Ping-Pong-Ball-Swallowing craze at Iowa State fails to catch on at any other college campus, 1936.		<b>FRI</b> <b>19</b>	MAD on sale 25 days. 85,000 newsdealers await onslaught of eager customers.	
<b>SAT</b> <b>20</b>	"You can always count on the honesty of Lawrence Welk's music. He plays it fair and square!"		<b>SUN</b> <b>21</b>	Dr. Herbert Ellern attempts to prove that water is not a liquid, drowns in a cake of ice, 1957.	
<b>MON</b> <b>22</b>	Millard Fillmore gerrymanders The White House Oval Room, 1853.		<b>TUES</b> <b>23</b>	"Most taffy-pullers stick to what they're doing, but that might be stretching it a bit!"	
<b>WED</b> <b>24</b>	"Reading a Maidenform Bra ad is seldom an uplifting experience!"		<b>THURS</b> <b>25</b>	East German bandleader, Mutch Mueller, introduces new participation program: "Sing Along — Or Else!", 1961.	
<b>FRI</b> <b>26</b>	Orville Vermain develops first trained seeing-eye fleas for blind cockroaches, 1947.		<b>SAT</b> <b>27</b>	"Most of the publicity about 'Cleopatra' is Taylor-made for the gossip columnists!"	
<b>SUN</b> <b>28</b>	"Whenever you call a Wall Street broker, you get the same old stock answers!"		<b>MON</b> <b>29</b>	Sat. Eve. Post prints picture of Dorian Gray on cover, contents get steadily more disgusting, 1961.	
<b>TUES</b> <b>30</b>	Psychiatrists examine dept. store Santa who wears costume all year, diagnose "Claus-trophobia," 1949.		<b>WED</b> <b>31</b>	Halloween. Ted Zapp voted "Meanest Man" for giving Ex-Lax in Hershey wrappers for trick-or-treat, 1951.	

<b>NOVEMBER</b>			<b>THURS</b> <b>1</b>	"Mount Vesuvius does not erupt, it belches (from all that garlic)!"	
<b>FRI</b> <b>2</b>	Trotsky & Lenin, new U.S.S.R. song publishers, fail with first tune: "Are The Czars Out Tonight," 1919.		<b>SAT</b> <b>3</b>	World output of zeppelins drops 99.5%. Economists alarmed, 1938.	
<b>SUN</b> <b>4</b>	"A strip-teaser's act is often her own undoing!"		<b>MON</b> <b>5</b>	"An out-of-work strip-teaser has no acts to grind!"	
<b>TUES</b> <b>6</b>	Election Day. Voter Morton Musk enters wrong booth in school, flushes ballot in embarrassment, 1952.		<b>WED</b> <b>7</b>	"Off-color jokes on Television used to be Paar for the coarse!"	
<b>THURS</b> <b>8</b>	"When two Frenchmen kiss goodbye, it's usually much <i>adieu</i> about nothing!"		<b>FRI</b> <b>9</b>	Bell Telephone Co. sets up special rates for churches, which includes Parson-To-Parson calls, 1951.	
<b>SAT</b> <b>10</b>	Trunk murderer Oswald Nubblely confesses crime, claims he wanted to get it off his chest, 1927.		<b>SUN</b> <b>11</b>	Veterans Day. Eddie Fisher to be sworn in as honorary member of Veterans of Foreign Wars.	
<b>MON</b> <b>12</b>	"Policemen detailed to New York's Greenwich Village often end up pounding the 'beat'!"		<b>TUES</b> <b>13</b>	MAD goes off sale. Publisher awaits onslaught of 85,000 angry newsdealers.	



## INNOCENTS ABROAD DEPT.

Recently, somebody (probably a Republican) turned over a large batch of White House mail to an author named Bill Adler, and he in turn compiled a book called "Kids' Letters To President Kennedy" which became an immediate success. In fact, we found these letters so charming that we got to wondering what children of other nations write to their Heads of State. So we did a little string pulling in government headquarters around the world...and they liked our yo-yo exhibitions, and turned over these. . .

ARTIST: BOB CLARKE WRITER: PEARL BELKIN

# Kidz Letterz to Other WORLD Leaderz



Dear Princess Grace,  
Would you put  
 $\frac{1}{2}$  a franc on num-  
ber 12, black, for  
me. Thank you,  
sincerely,

Jacques Hues  
Age 9

P.S. Please lay out  
the money for me, I  
have had a run of  
bad luck.

DEAR MR. DEGAULLE,  
HOW ARE YOU I AM FINE HOW ARE  
THINGZ IN FRANCE? THINGZ ARE A  
LITTLE HECTIC IN ALGERIA. LET ME  
KNOW IF YOU DO NOT GET THIZ  
LETTER, BECAUSE I AM SENDING  
IT AIR MAIL, AND PAPPA SOME-  
TIMES PUTS BOMBZ IN PLANES



YOUR FRIEND,  
LOUIZ D'OAS

Tic-  
tic  
tic

DEAR CASTRO,  
I AM going to escape from Cuba to the  
United States. but before I do, I would like to  
know if you plan to take Reprizal2 on  
my Family, especially my rotten no-good  
Brother Manuel. Adios.  
Arturo DeFaulde / MANUEL





Dear Mr. Sinatra  
I think that you are  
the greatest world leader  
that ever led!

When I grow up, I  
want to take over your job  
and be just like you.  
So watch out!

Sincerely,  
Bobby Darin  
Age 25

DEAR QUEEN JULIANA,  
I HAVE NAMED MY  
DOG AFTER YOU.  
AREN'T YOU GLAD?  
VERY TRULY  
YORZ, JAN



DEAR KOMRADE NIKITA,  
MY MOMMY IS NOT SATISFIED  
WITH THE ONE ROOM APARTMENT  
WE SHARE WITH THREE OTHER  
FAMILIES. SHE SAYS THE GOV-  
ERNMENT SHOULD NOT MAKE US  
STORE A TRACTOR THERE TOO.  
HOPING TO HEAR FROM YOU  
YOUR FRIEND,  
RASKOLNIKOV

DEAR FIDEL CASTRO,  
I HAVE HEARD IT SAID THAT  
YOU HAVE BLOOD ON YOUR  
HANDS. I WOULD LIKE TO  
KNOW HOW I COULD GET  
BLOOD ON MY HANDS. ALSO

HOW DO YOU  
GET IT OFF?

Adios,  
Juan Meed Boll

CARTH

DEAR QUEEN Elizabeth, yOur Serene Highness,  
The boys in my form are talking about  
England entering the Common Market. I do  
hope you do not expect any of us of royal  
blood to enter the Common Market. It just  
wouldn't ~~do~~ do, you know.

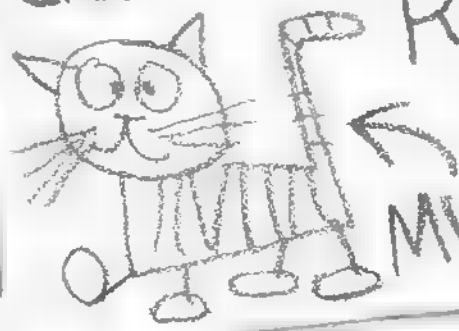
Devotedly,  
Prince Teddy

Dear President DeGaulle,  
I am sick and tired of  
hearing jokes about "French  
Post Cards". I am writing  
on a French Post Card now,  
and I don't see what's  
so funny.

avec amour,  
Pierre Le Key



DEAR KING OLAV,  
 I HAVE A CAT HIS NAME IS  
 GUSTAV. THEY SAY A CAT  
 CAN LOOK AT A KING.  
 CAN MY CAT LOOK AT YOU?



RESPECTFULLY,  
 ERIC  
 MY CAT

DEAR MR. KENNEDY: I AM OF THE  
 YOUNG WHITE-20 YEAR OLD  
 MAN WHO GOES TO THE  
 THE DEPARTMENT OF THE  
 WITHIN THE UNITED STATES  
 OF THE UNITED STATES OF AMERICA

Dear Chancellor Adenauer,  
 I and my family live in a  
 beautiful house in East Germany  
 -- you know, behind the wall.  
 If you hear of a family  
 that lives in a rotten, junky  
 house in west Germany, let  
 me know. We'll be happy  
 to change with them



hopefully,  
 Hans Tydd

DEAR  
 PREMIER KHRUSHCHEV,  
 IF YOU'VE GOT A PRESS  
 THE BUTTON... CAN I  
 PRESS THE BUTTON?



THANKS,  
 VLADIMIR  
 VISCHENKO

Dear Fidel, POSTE  
 I spent the whole day writing  
 YANKEE GO HOME on everything  
 Then a man told me all the  
 yankees already went home.  
 so I went home. Are you mad?



Estervey  
 Esmith

DEAR PRINCESS GRACE,  
 How are you? I am fine. I am 7  
 I think the prince is too  
 old for you. soon, I will  
 be 8. What do you say?  
 Affectionately,  
 Jean LeMan Gabin



XXXXX



# THE IRVING IRVING STORY

A "Show-Business Movie"  
Of The Future

THIS FILM IS RESPECTFULLY DEDICATED TO THE GREAT UNSUNG MUSIC COMPOSERS OF TODAY. THE REASON THEY ARE UNSUNG IS BECAUSE NOBODY IS SINGING GOOD MUSIC ANYMORE. WHICH IS WHY RICHARD ADLER, FRANK LOESSER, AND MANY OTHERS ARE WRITING ADVERTISING JINGLES THESE DAYS. HERE, THEN, IS THE STORY OF THE GREATEST ADVERTISING JINGLE WRITER OF ALL TIME...  
IRVING IRVING.

ARTIST: MORT DRUCKER  
WRITER: LARRY SIEGEL

♪ Popsi-Coola hits the place . . . No!  
Popsi-Coola hits the location . . . No!  
Popsi-Coola hits the spot . . . THE SPOT!!  
That's ■ I've got it!! ♪

Bernice, what is it with our son, Irving?  
He sits around all day writing trashy ad  
jingles! Why isn't he interested in good  
serious Twist music like other  
twelve-year-old boys?

Harold, you must try to understand! New York is a  
new land for us! Here, our boy is independent!  
Here, ■ boy does what he wants to do! It's not like  
■ was in the old land we came from: Philadelphia!







Mother! Father!  
Listen to this  
great new jingle  
I just wrote:

Popsi-Coola hits  
the spot . . .



Stop! Cough—cough! Don't "Father" me! You're  
not my son! Not if you write that jingle junk!  
Oh, my heart! Irving, I haven't got much time!  
Promise me you'll give up this foolishness! Make  
something of your life! Do the Twist like you  
used to do in the old land! It's my last wish!

Irving! You're  
breaking your  
poor father's  
heart!!



LOOK!  
Father!!  
I'm  
Twisting!  
Sob—sob!  
I'M  
TWISTING!

Irving—  
—choke—  
You've done  
a wonderful  
thing for  
your father!

Now, at  
least he  
can die  
happy!

We've saved some  
money for your  
education. It's  
not much, but  
it's all yours:  
**\$11.32!**

I want you to  
travel to the  
Peppermint  
Lounge and  
study the  
Twist with  
Joey Dee!!

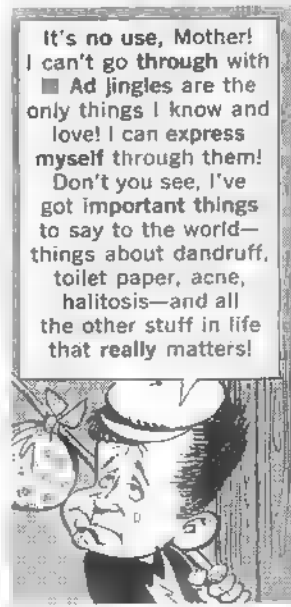
Then I want  
you to go  
to Europe  
and study  
with Chubby  
Checker . . .

(Turn around and  
I'll follow you!)

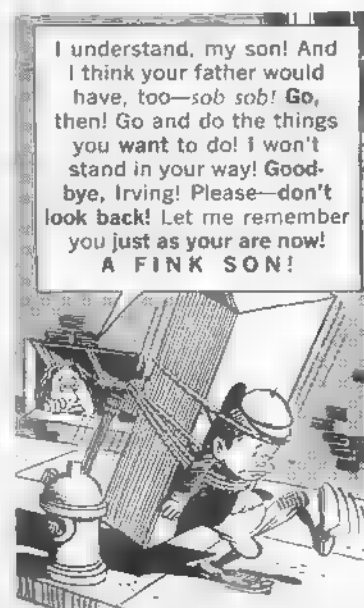
(Now I'll  
turn around  
and you  
follow me!)

(Mashed potatoes!  
Mashed potatoes!)

(Rock-a-hula, Twist!  
Rock-a-hula, Twist!)



It's no use, Mother!  
I can't go through with  
■ Ad jingles are the  
only things I know and  
love! I can express  
myself through them!  
Don't you see, I've  
got important things  
to say to the world—  
things about dandruff,  
toilet paper, acne,  
halitosis—and all  
the other stuff in life  
that really matters!



I understand, my son! And  
I think your father would  
have, too—sob sob! Go,  
then! Go and do the things  
you want to do! I won't  
stand in your way! Good-  
bye, Irving! Please—don't  
look back! Let me remember  
you just as you are now!  
**A FINK SON!**



Miss, would you tell  
Mr. BBD&U that Irving  
is here again  
with a pocketful of  
ad jingles and ■  
heart full of crazy  
dreams! Here's one  
he'll love!

Look, feller!  
Don't you know  
when to give up?  
You've been  
coming here  
every day for  
the past six  
years!

We're in trouble, Sally! Our jingle writer  
walked out on us, and we've got ■ new  
Winsome Cigarette commercial coming up!!

Wait a minute! Listen to that beautiful  
melody—those touching lyrics! Send that  
kid from the waiting room chorus line  
right into my office!

Winsomes smoke true—  
like a cigarette do . . .

..I could kick myself for not remembering what the word "mosaicism" means!

..What was the name of the guy who discovered steam power?

Winsomes smoke  
true-like a  
cigarette do!

That's it! Our new commercial!  
The lyrics are hauntingly beautiful,  
magically poignant, and most  
important of all—completely  
ungrammatical! The public will  
love it! Sign that kid up, Ralph!  
We'll get him for peanuts!

I'll give him  
his first  
week's salary  
in advance!

Hi! I'm hard-boiled but  
lovely Sally Noble—the star  
jingle singer in this agency.  
I may have a crusty exterior,  
but remember this—underneath  
it all lies a crusty interior!  
Right now, I'll pretend to  
hate you, but soon I'll learn  
to love you. . . !

I know! I've seen these  
kinds of movies before!  
And when you begin  
loving me, Sally, we  
will go into the moon-  
light—where I will be  
inspired to write a  
romantic hemorrhoid  
ballad. It will be . . .  
**OUR AD JINGLE!!**



**THE DAILY NEWS**  
**IRVING IRVING NEW**  
**KING OF JINGLE JUNGLE**  
WRITES 24 SMASH AD JINGLES IN A ROW!

**New York Times**  
**IRVING IRVING, JINGLE KING,**  
**MARRIES SALLY NOBLE**  
Religious Ceremony Held In Lobby  
of Lever Brothers Building

The inside crowd  
Today agrees . . .  
If you think young—  
Wear BVD's . . .

**THE STAR**  
**IRVING AND SALLY GIVE**  
**COMMAND JINGLE PERFORMANCE**  
BEFORE PRESIDENT OF GENERAL  
MOTORS CORPORATION

She likes pimples . . .  
Pimples like her . . .  
And people who like  
people . . . eat Marz!

Ca-a-a-a-a-a-ll  
the A.A.A.—in your  
Shevrolay . . .

Oh, Irving Irving Irving!  
The more successful you've  
become the more no good  
you've become! Stop . . .  
before you ruin everything  
you've built!!

Are you kidding, Sally baby?  
I'll always be the greatest!  
I admit I drink, and run  
around with other women, and  
step on people. But every-  
body has some little faults!  
And what's with this Irving  
Irving Irving bit? You never  
used my middle name before!



**ADVERTISING WORLD**  
**IRVING IRVING LOSES HIS**  
**MAGICAL CREATIVE TOUCH**  
**JINGLE WRITER FIRED BY AD AGENCY**

**IRVING IRVING**  
**DISAPPEARS,**  
**FEARED DEAD**

New York City—Madison  
Avenue ad agencies de-  
voted one minute of si-  
lence today—during cof-  
fee breaks—in tribute to

Irving Irving, the great  
jingle writer, who is miss-  
ing and feared dead.  
Mr. Irving was known  
for his now famous jingles  
the world over and had

Hey, Mac! How'd you like to buy a great ad jingle cheap? Like for about nine cents? Listen...

OUT! Get out, you bum!

Mr. Blintz gets rid of rats and ants  
And roaches in a minute!  
Mr. Blintz will spray your whole house  
And kill what's ever in it!  
Mr. Blintz...Mr. Blintz...Mr. Blintz...

## J. BLINTZ EXTERMINATOR



Would you guys like to buy a great ad jingle for eight cents? Listen:

Let's get this bum to the hospital! He's delirious!

Oh, you get...  
43 shots from every nurse  
At Blair General...



Now, you just stay in bed and watch TV!  
You're in very bad shape! A few minutes more in that gutter, and you would have been done for!

Ladies and Gentlemen...  
presenting a live, two-hour tribute to the greatest ad jingle writer of all time: Irving Irving! And now, here is Mr. Irving's wife, Sally, to sing some of the wonderful jingles her missing—and feared dead—husband has written!

... and then he wrote...  
How would you like to drench your head in Chicken-Fat?

Sorry I had to sock you, Nurse—Cough-cough! But I did it for two very important reasons: One, I've got to get to that TV studio! And two, the Doctor is bigger than you are!!



You're not my son! Make something of your life! It's my last wish!

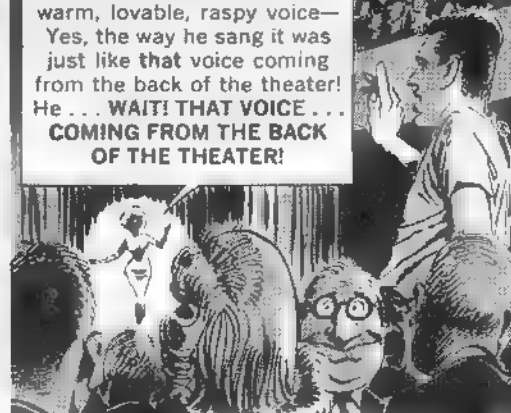
Let me remember you as you are now: A FINK SON!

Oh, Irving Irving! Stop, before you ruin everything you've built!

You gotta tell the D.A. you did it, Rocky! You can't let that innocent kid fry! You...  
Ooops! Sorry, Irving! I got thrown in here by mistake! I'm a voice from another-type movie!!

... And here is the very first big ad jingle Irving ever wrote. I'll try to sing it, but—gulp—I know I can never do it justice! Only Irving could sing it in that warm, lovable, raspy voice—Yes, the way he sang it was just like that voice coming from the back of the theater! He... WAIT! THAT VOICE...  
**COMING FROM THE BACK OF THE THEATER!**

Winsomes smoke true, —like a cigarette do...





Irving!  
Irving!  
You've  
come  
back!

Yes—cough-cough—I'm back,  
Sally! I realize I've been a  
heel! Please forgive me! And  
what's with this Irving Irving?  
You know me well enough to  
call me by my first name!!

What a  
dramatic  
return!!

What a  
touching  
scene!!

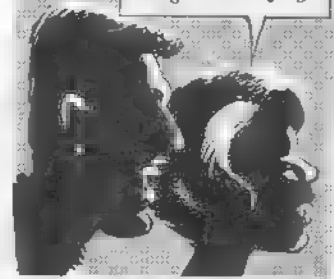
What a  
tribute  
to love  
and  
humanity!

Hey!  
How come  
you're  
not moved  
by this  
poignant  
scene?

Ahh, these guys  
always come back  
in this part of  
the film. I was  
hoping for a  
surprise ending  
for a change!

Winsomes  
smoke true—  
like a  
cigarette do...

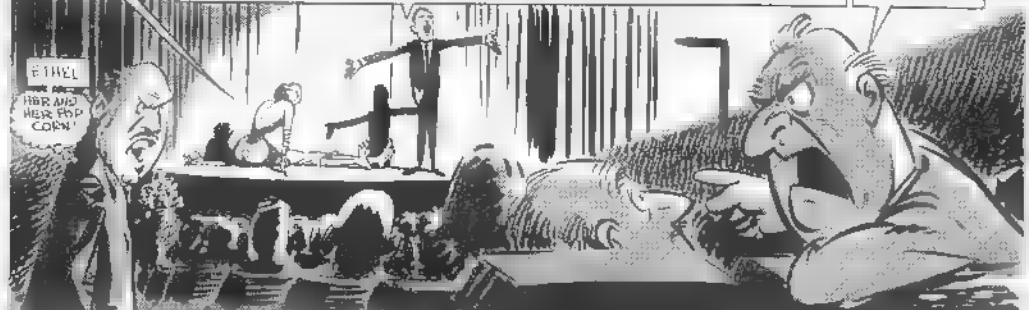
Winsomes smoke  
right—if you  
make with  
a light!



Irving!  
speak to  
me! Sob!  
Mr. BBD&U,  
is he...?  
Is he...?

I'm sorry, Sally! He's dead! But he's not really dead! He lives!  
He lives as long as ad jingles live! As long as there's Ex-Lax on  
a bathroom shelf! As long as teeth in a glass of Polident catch  
the sunlight on a golden Autumn morning! As long as Clearasil  
glistens on a facial blemish in the moonlight! Yes, Sally, he  
lives... just as everything fine and wonderful and honest and  
decent lives in this troubled world. Irving Irving lives!

I don't  
care what  
that nut  
says! Ten  
bucks still  
says he's  
dead!



Popsi-Coola  
hits the spot!

Ca-a-a-a-a-a-all  
the A.A.A... in  
your Shevroly!

The inside crowd  
Today agrees...  
If you think young—  
Wear BVD's!

How would you  
like to drench  
your head in  
Chicken-Fat?

Eighty-nine great  
commercials...  
Made millions of  
listeners sick!

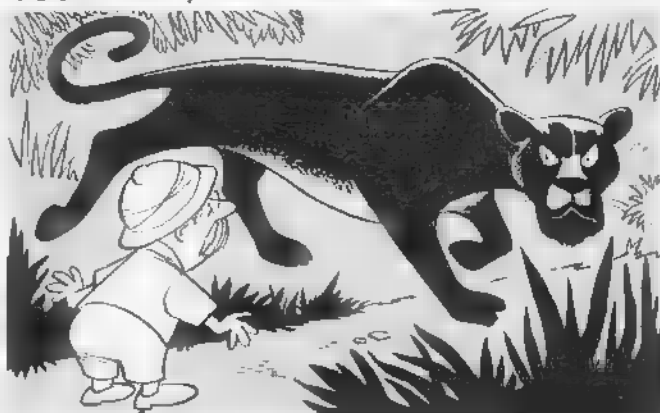
Winsomes smoke  
true like a  
cigarette do!

She likes pimples—  
Pimples like her—  
And people who like  
Pimples eat Marz!



# THE STAFF OF MAD INVESTIGATES AND REPORTS BACK ON WHETHER THERE IS ANY TRUTH TO SOME COMMON SUPERSTITIONS

IF A BLACK CAT "ACCIDENTALLY" CROSSES YOUR PATH, YOU WILL HAVE BAD LUCK!



True ☒

False ☐

IF YOU DROP SOME SILVERWARE, IT MEANS YOU WILL HAVE AN UNEXPECTED VISITOR!



True ☒

False ☐

AN ITCHING NOSE IS AN INDICATION THAT YOU ARE GOING TO HAVE A FIGHT!

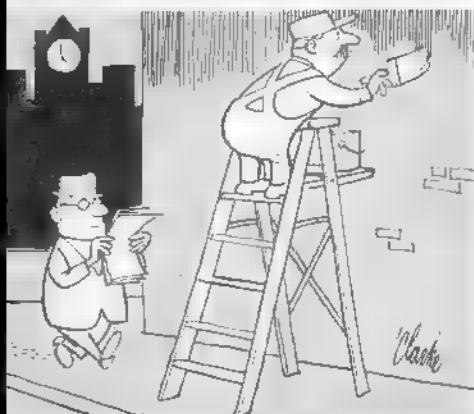


True ☒

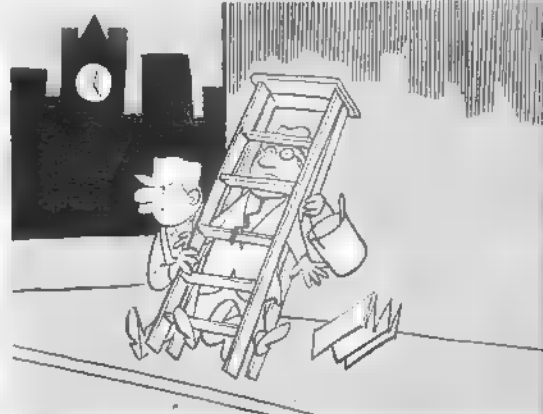
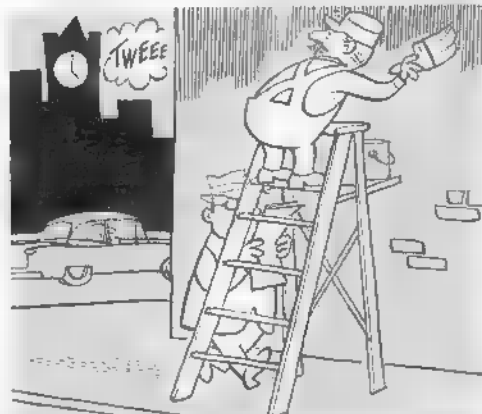


False ☐

IF YOU WALK UNDER A LADDER, IT MEANS YOU WILL SUFFER MISFORTUNE!



True ☒



False ☐

■ A SLICE OF BREAD FALLS BUTTER-SIDE DOWN, YOU WILL HAVE COMPANY!



True ☒



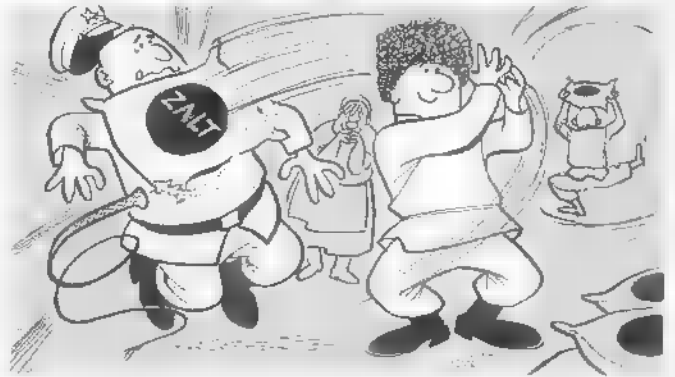
False ☐

IF YOU ACCIDENTALLY SPILL SOME SALT, IT IS AN OMEN OF IMMINENT MISFORTUNE!



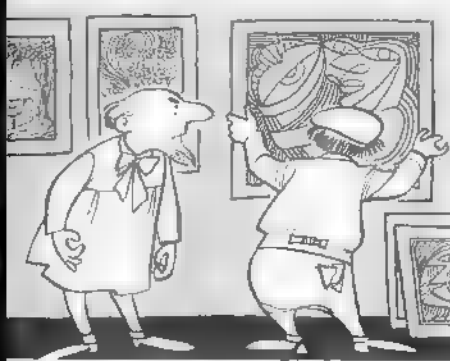
True ☒

BUT THIS MISFORTUNE CAN BE AVERTED BY TOSSING SOME OVER YOUR LEFT SHOULDER!



False ☐

WHEN YOU HANG A PICTURE UPSIDE DOWN, IT MEANS YOU WILL HAVE BAD LUCK!



True ☒



False ☐

THE GIRL WHO CATCHES THE BRIDAL BOUQUET WILL BE NEXT TO MARRY!



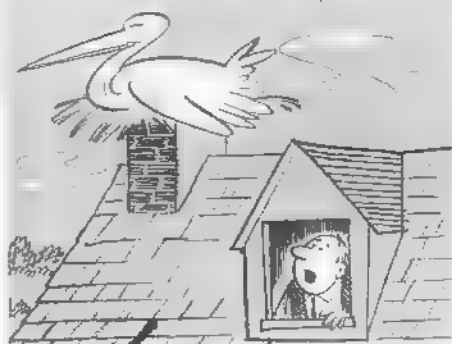
18 True ☒



False ☐



**A BIRD ROOSTING ON YOUR CHIMNEY WARNS THAT A DEATH IS IMMINENT!**



True ☒



False ☐

**IF YOU MAKE A WISH UPON A FALLING STAR, IT IS CERTAIN TO COME TRUE!**

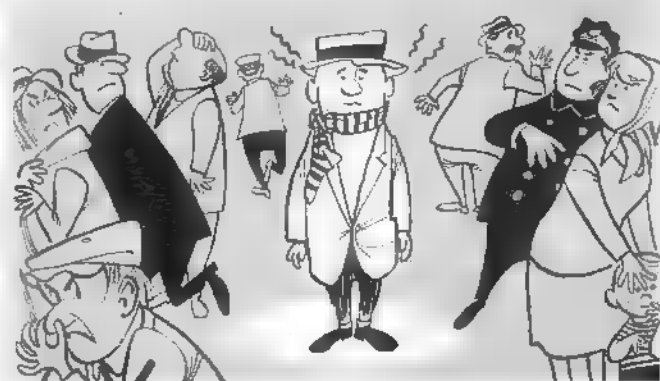


True ☒



False ☐

**GARLIC WORN AROUND THE NECK IN A DIRTY SOCK WILL PREVENT YOUR CATCHING A COLD!**



True ☒

False ☐

**MISFORTUNE WILL SURELY BEFALL THE 13th GUEST AT A SOCIAL GATHERING!**



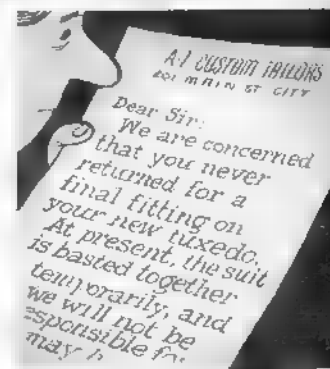
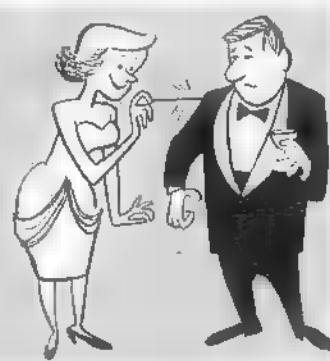
True ☒

False ☐

**A LOOSE THREAD ON A GARMENT MEANS THAT YOU WILL RECEIVE A LETTER!**



True ☒



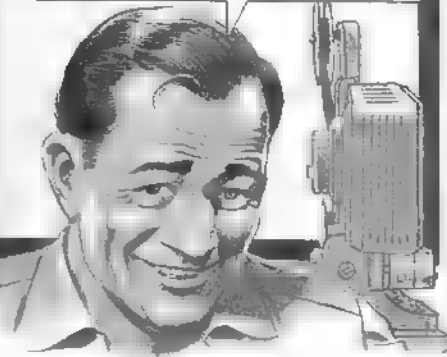
False ☐

A STAR IS BORING DEPT.

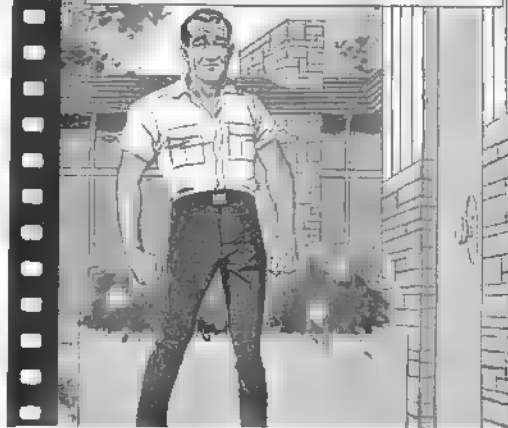
Through the magic of the motion picture camera (with the aid of a little dramatic coaching, a little careful lighting, and a whole lot of make-up), we have come to know many famous Hollywood celebrities. But actually, all we've really come to know is the image

# CELEBRITIES'

Hi! My name is **JOHN WAYNE** — and I'd like to show you some of the Wayne family's home movies!



Oh . . . this is me in front of my house!



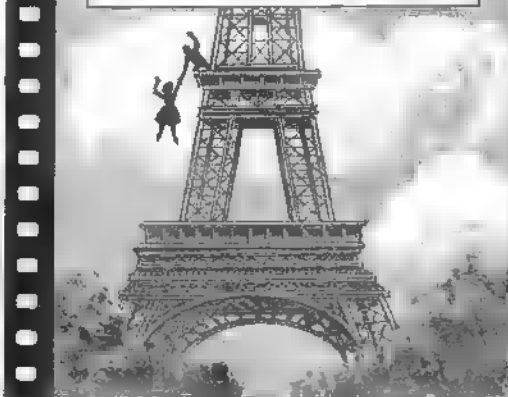
Still standin' in front o' my house! I never know what to do in these things!



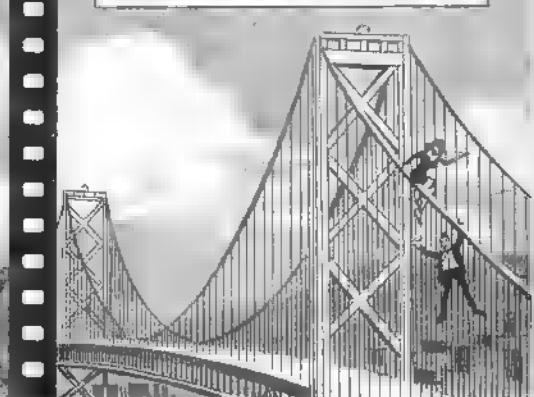
I am **ALFRED HITCHCOCK!** The delightful scenes you are about to see are from my home movies . . .



This is my daughter and son-in-law during our recent visit to Paris . . .



This is my daughter and son-in-law when we visited San Francisco . . .



\*\*I once knew what Houdini was famous for, but ■ escapes me

Hi! I'm **MICKEY ROONEY** — with a scene from my home movies . . .



Here I am, as usual, waving goodbye—



Seems like I'm always waving goodbye—



they project from the silver screens in our neighborhood theaters. What about the image they project in real life? Like for instance from the silver screens in their own homes? Here is MAD's idea of what we'd see if we were treated to some private showings of . . .

# HOME MOVIES

ARTIST: WALLACE WOOD  
WRITERS: LARRY SIEGEL with ARNIE KOGEN

My wife is telling me to do something!



Oh . . . now I'm goin' inside my house!



Gulp . . . this is me inside my house!



Here we are while visiting Egypt . . .



This scene was shot by a friend in a plane while we were visiting N.Y.C.



Every so often, I try to appear for a fleeting moment in my home movies . . .



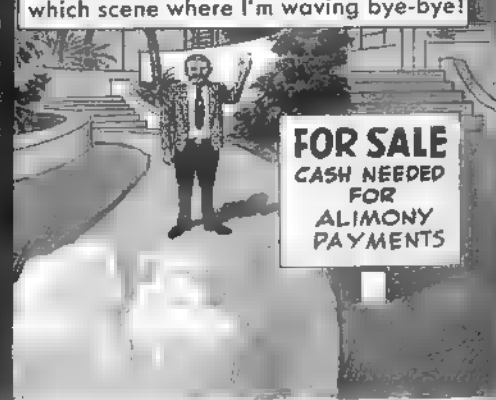
I'm waving goodbye to my wife—who is taking the picture . . . Bye-bye, honey!



I'm waving goodbye to my wife because she's leaving for Reno to divorce me!

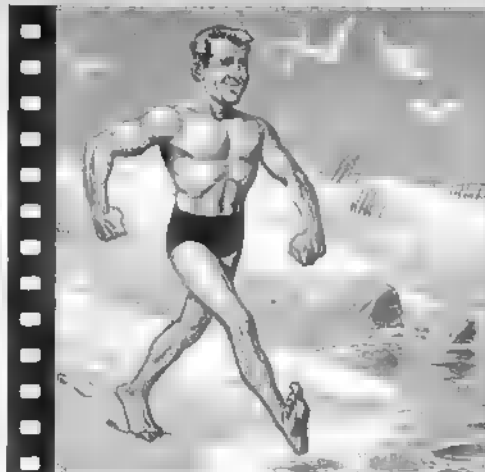
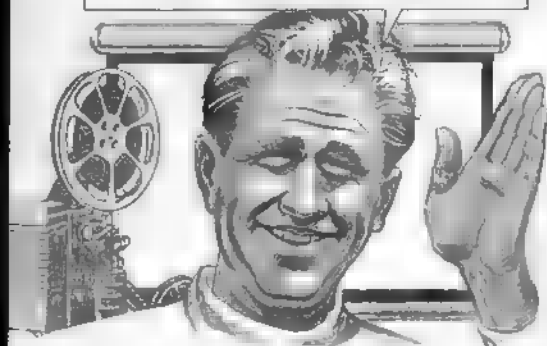


Bye-Bye, Honey! Y'know, I can never remember which of my five wives took which scene where I'm waving bye-bye!





Hi! I'm **LLOYD BRIDGES** —  
and here are some of my home movies!  
This was taken of me at the seashore!

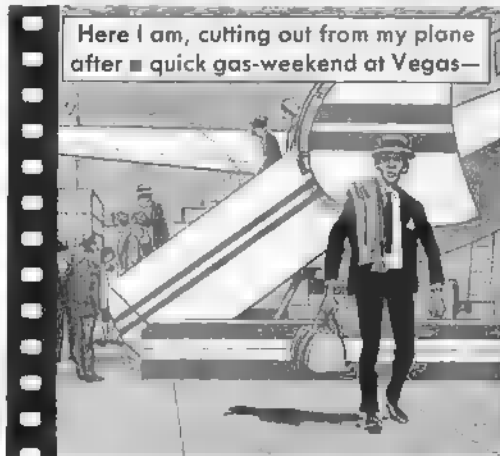


\*\*Land's sakes! How could I possibly know who invented the Polaroid camera!

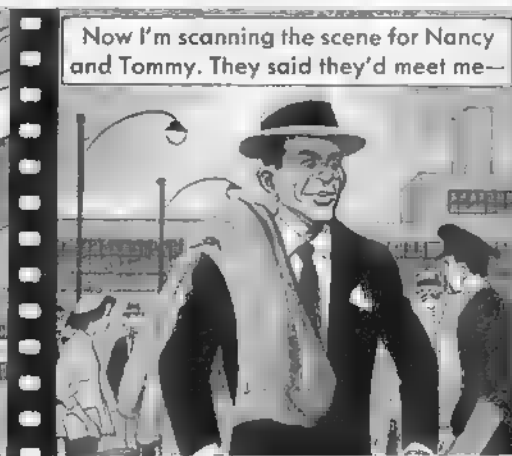
Hi, Clyde! **FRANK SINATRA**  
here, with a ring-a-ding home movie—



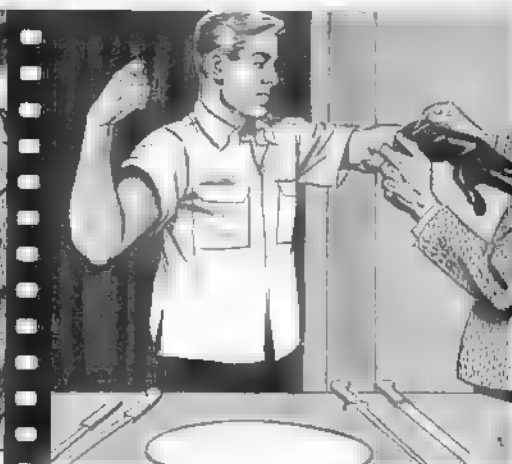
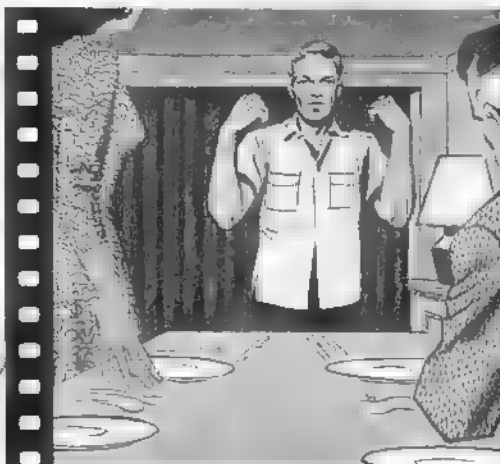
Here I am, cutting out from my plane  
after a quick gas-weekend at Vegas—



Now I'm scanning the scene for Nancy  
and Tommy. They said they'd meet me—



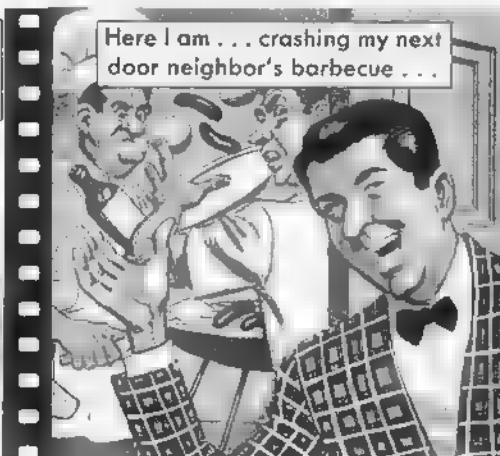
**RICHARD CHAMBERLAIN**  
—better known as Dr. Kildare—with a  
home movie of me on Thanksgiving Day!



Hi! I'm **STANLEY BERMAN**,  
the world-famous "Gate-Crasher"—and  
here are some of my home movies . . .



Here I am . . . crashing my next  
door neighbor's barbecue . . .



Here I am again . . . crashing my  
cousin Herman's honeymoon . . .





Man, like I never expected Tommy to be taking home movies of my arrival!



Poor kid! Something just snaps when-ever a camera is shoved in my face!

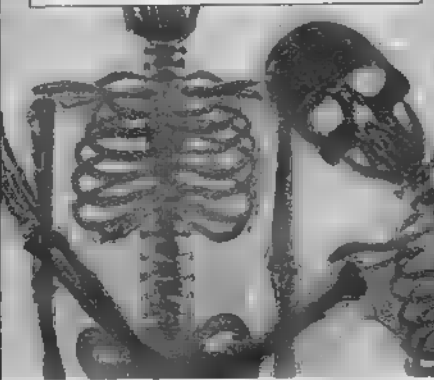


\*\*By George. I've forgotten the name of the last King of England!

That's me . . . crashing my Uncle Sidney's medical examination . . .



Here's a shot of my Uncle Sidney's X-ray picture. I crashed that, too!!



How come I belong in an article with such celebrities as Alfred Hitchcock and John Wayne? It's simple! I don't! Here I am . . . crashing MAD Magazine!



RECENTLY A STORY IN A MAGAZINE TOLD OF THE  
TALE OF JIMMY C. ASTOR, AND HOW HE WAS  
AT LAST RESCUED FROM HIS ISLAND.

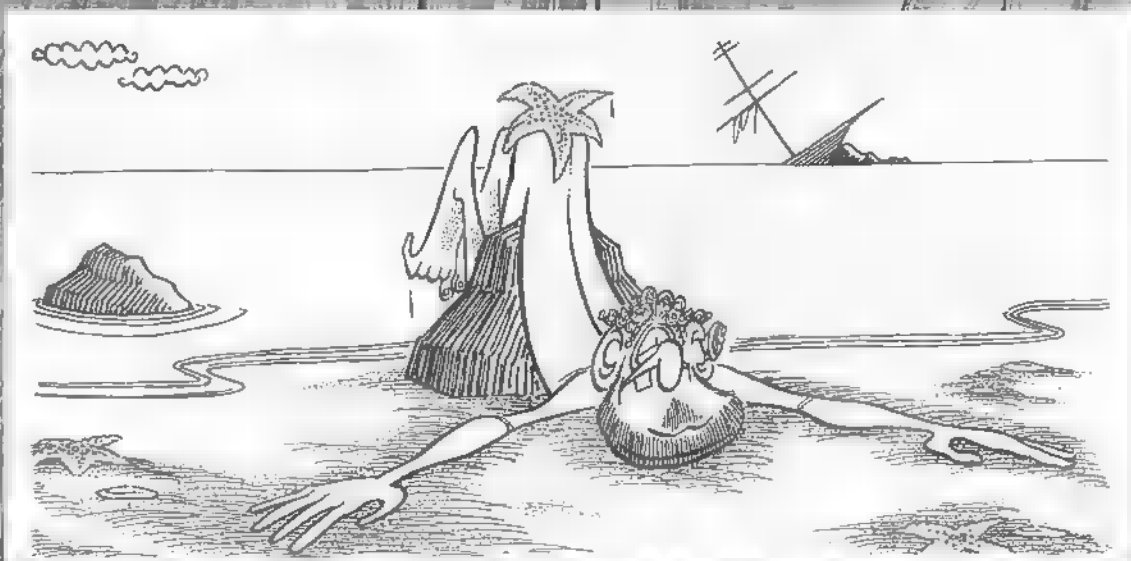
# "Robinson Crusoe"

OF

## ON THE BEACH

—

## DON MARTIN



Sept. 30th.—

I, poor miserable Robinson Crusoe, being shipwrecked during a terrible tropical storm at sea, found myself washed up on the shore of a dismal island... all of the ship's crew being drowned, and myself half dead —





I was most fortunate to awaken with the presence of mind to perceive that the first thing I needed was clothes.



I found that, by using my ingenuity, I could make use of such material as Divine Providence had so mercifully placed upon the strange shore with me.



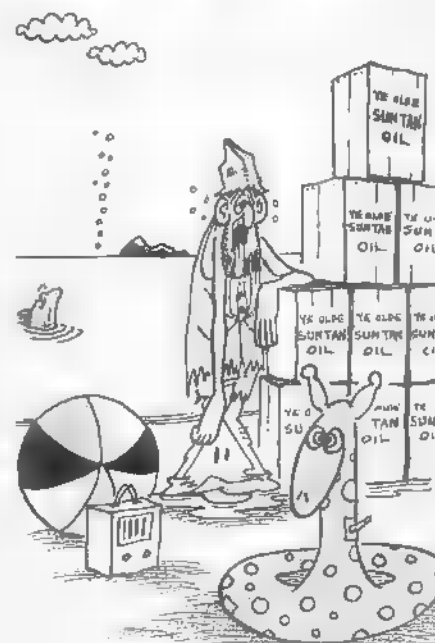
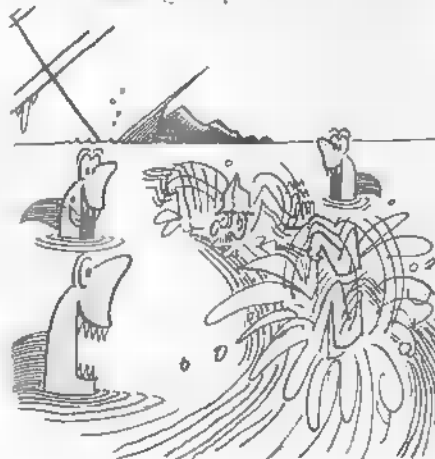
However, I soon found that the island abounded with goats, and I fashioned a complete outfit of goatskin that would enable me to keep warm and dry.



Oct. 2—Noting that the hulk of my wrecked ship was about to slip from the rocks where it rested, and sink forever beneath the pounding sea...



I set out in great haste, braving the treacherous, shark-filled waters time and again to save what I knew would be absolutely necessary to survival on a steaming tropical island beach.



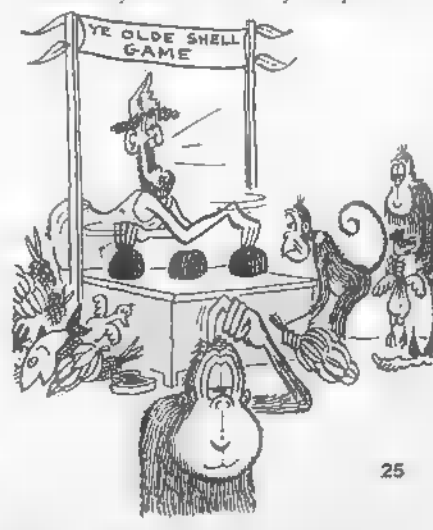
Realizing that my survival would also depend upon my ability to obtain food,



and aware that a diet limited only to coconuts would be totally inadequate,



I devised a clever use of one of its by-products with which I was able to furnish myself with many tasty treats.



October 7—I discovered Cannibals on the island . . .

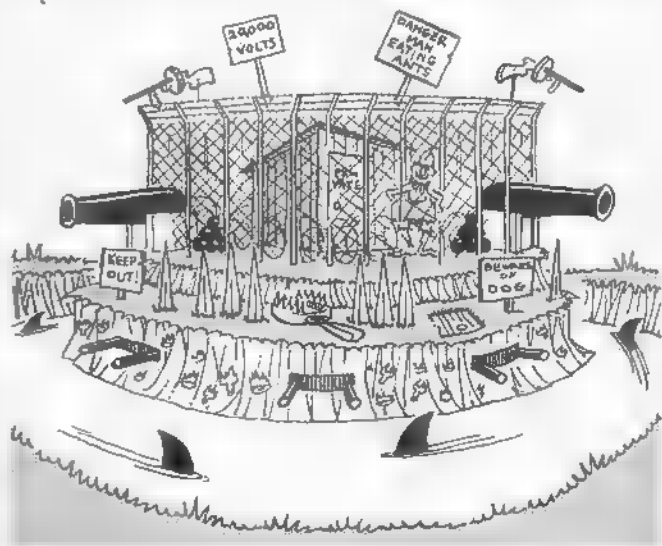


October 8—I discovered wild beasts on the island . . .



Oct. 9—Confronted by the imminent danger of being harmed bodily, I deemed it advisable to fashion myself a place that would be both home and fortress to me during my stay.

Having completed my task, I retired for the night, feeling for the first time a warm sense of protection and security.

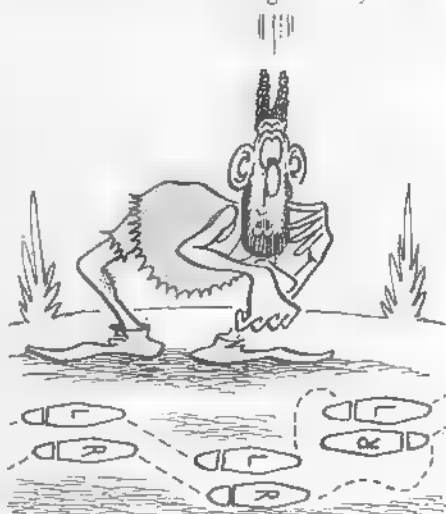


••I'll be a monkey's uncle, but I've forgotten what the Scope's Trial was about!

Jan. 4—Realizing that I was on the verge of mental collapse after 12 long, lonely years on this forsaken island, I devised means to break up the day and end the terrible monotony.



Apr. 7—Discovered footprints on the beach near my hut . . . the first sign of another human being in 20 years!



With our mutual feelings so apparent, and without speaking a word, we began preparations for a most jubilant feast.



I also learned that I was capable of amusing myself by singing and dancing some of the old music hall songs that I knew so well when I was a child . . .

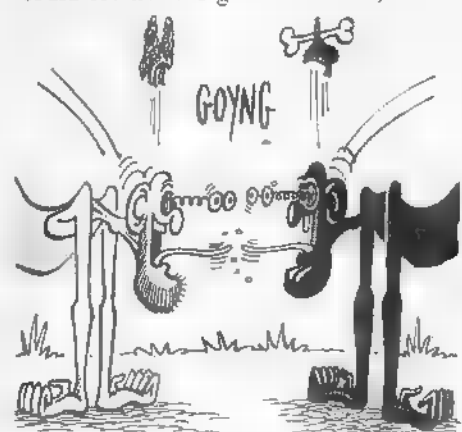
Jus' because you made dem Goo-goo eyes! . . . Rickatik



The prints seemed to lead in a northerly direction, and encouraged by this observation, I set out to follow them.



It was not long before I set eyes on the man whose footprints I'd followed. You cannot imagine how I felt seeing him—and by a subtle expression that flickered over his stalwart face, I could see he was glad to see me, too!



What the device do they call the "two" in Poker?

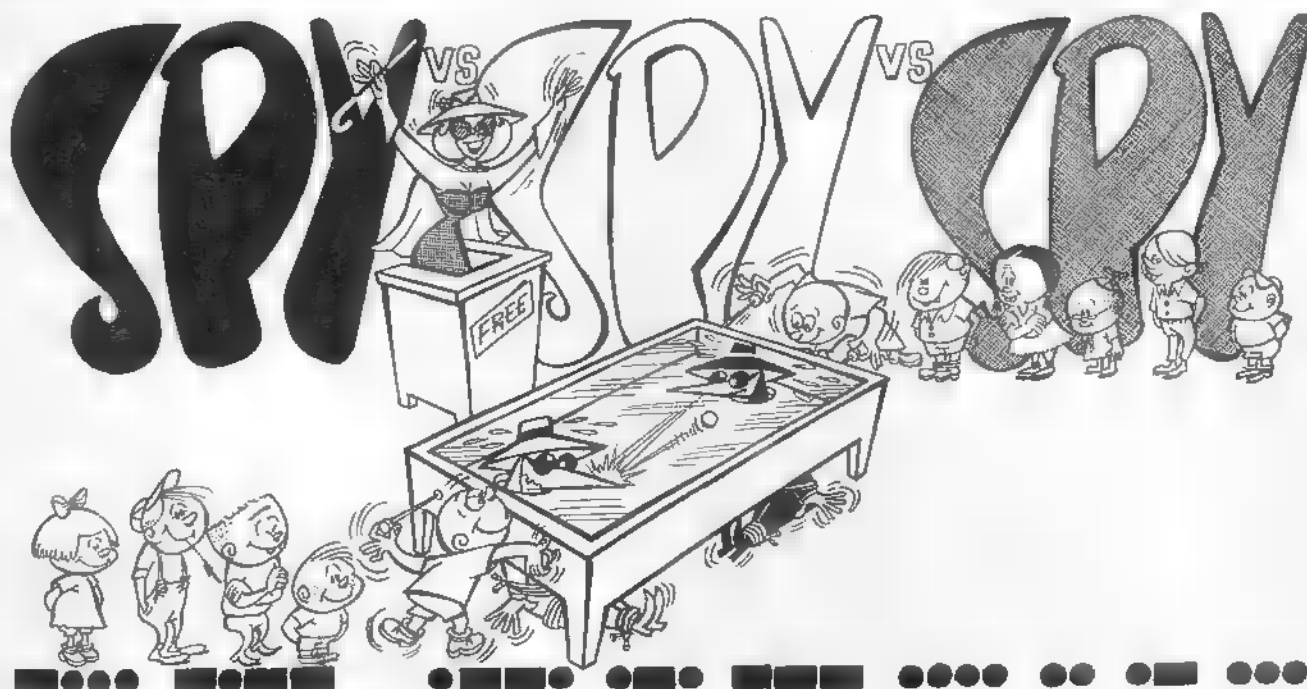


Aug. 14—I had finally completed my boat after 30 years of arduous labor. It was not much to look at, but quite seaworthy, and handled well. You can imagine my sense of anticipation—as I now had, for the first time since I'd landed, the means to explore the other side of the island.

I had indulged in much speculation on what I would find—and my patience was nearly expended as I rounded the reef.



And now, Antonio Prohias introduces ■ new "twist" to that friendly rivalry between the man in black and the man in white . . . mainly, a woman in gray!



"I can't for the life of me remember which magazines Henry Luce made his fortune on - but give me a little time and I'll think of them!"

## VIDIOTS' DELIGHT DEPT.

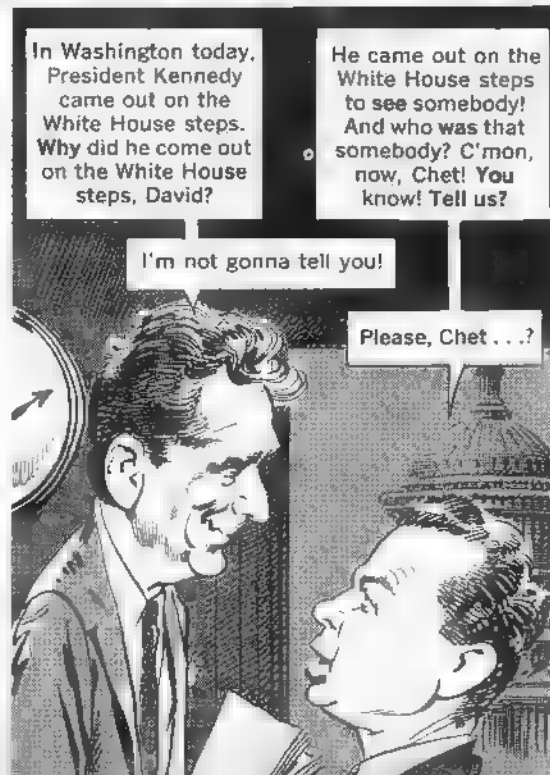
It is a well-known fact that, in order to be successful, the TV networks believe that their shows must be geared to what they consider to be the level of intelligence of the average viewers. And the consensus seems to be that the average TV viewer has the equivalent of a "7-year-old mind"! Of course, most TV shows wouldn't suffer if this

# INTELLECTUALLY GEARED TO THE "SEVEN"

## THE PRESIDENTIAL PRESS CONFERENCE



## THE HUNTLEY-BRINKLEY REPORT

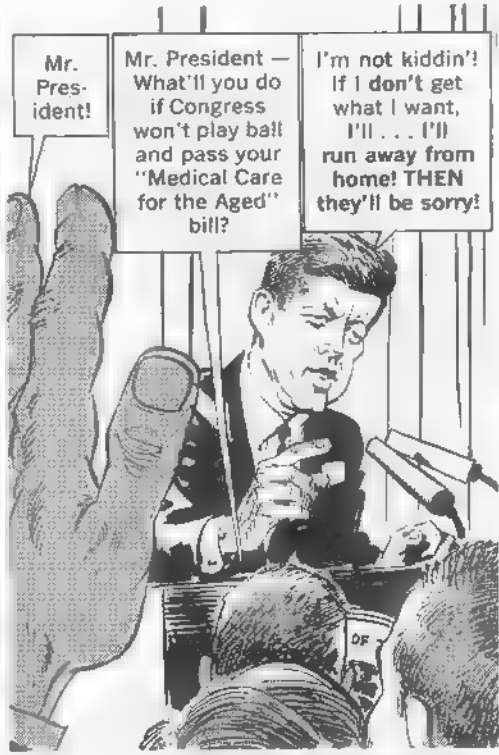
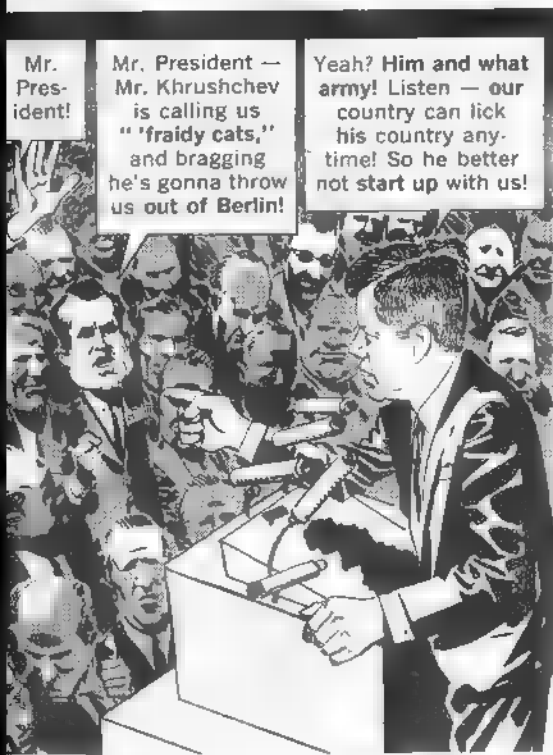


level were dropped to, say a "4-year-old mind"! However, there are a few intellectual programs around which are aimed considerably higher . . . like at a "15-year-old mind"! But these shows can't last! They'll have to change their formats or go off the air. And so, seeing as how this change is inevitable, let's take a MAD look at . . .

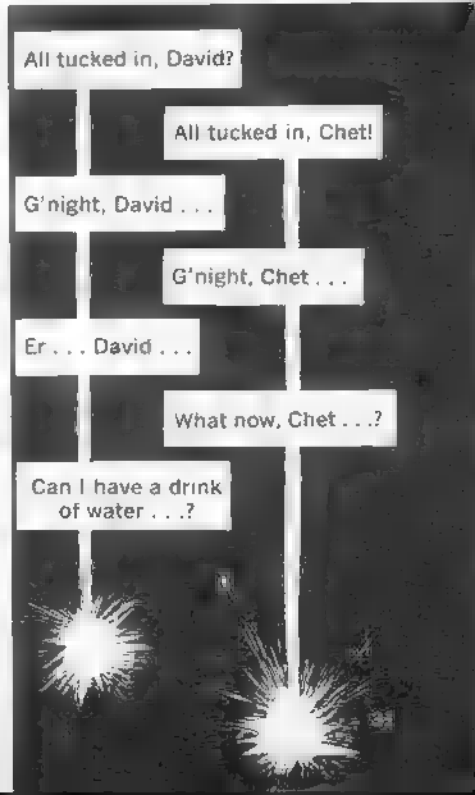
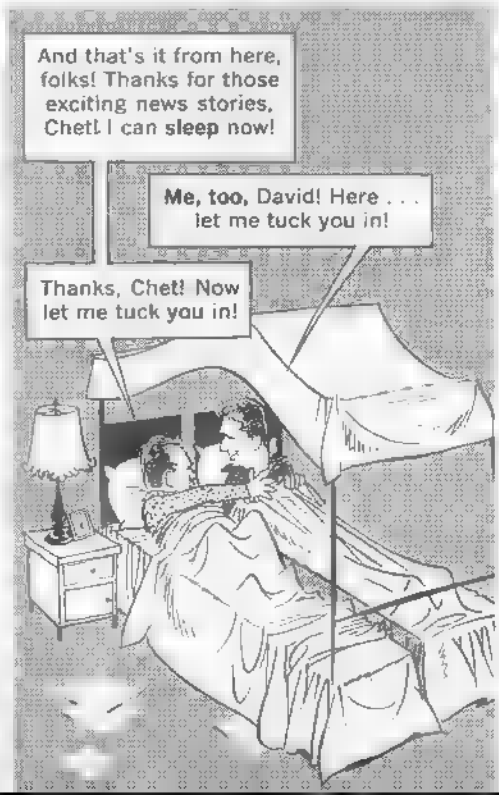
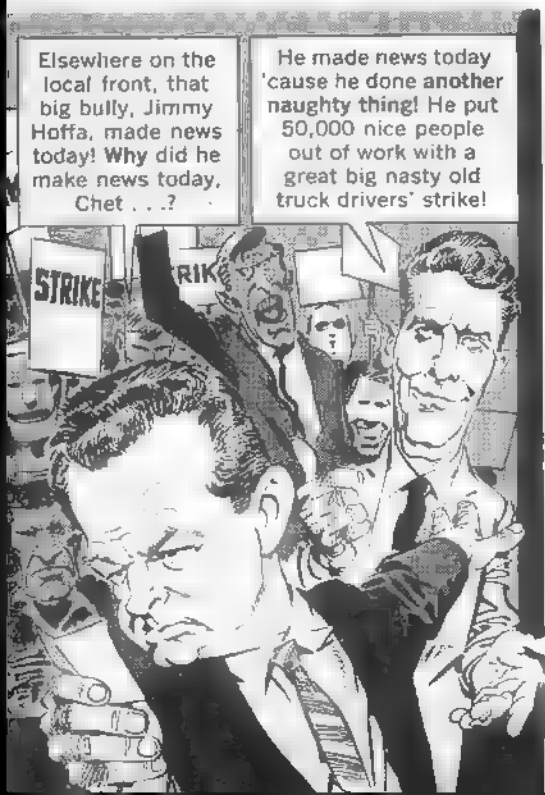
# AL TV SHOWS

## EN-YEAR-OLD MIND"

ARTIST: MORT DRUCKER  
WRITER: EARLE DOUD



\*\*The sweet taste buds are located — er — gee, it's right on the tip of my tongue!





## OPEN END

Good evening — and welcome to another edition of "Open End." Our guests tonight are all distinguished journalists, and our topic is "The Berlin Crisis." Gentlemen, shall we begin our discussion . . . ?



I . . . I . . . I think 'cause like there is no crisis and I mean like 'cause everybody knows nuthin' about nuthin' and they're all — they're all makin' mountains outta mole hills and like that and . . . so there!

Boy-oh-boy! Are you a dummy! Oh, boy-oh-boy-oh, boy! No crisis? Oh, boy!



Oh yeah! Well, that's what I said and that's what I mean and there is no crisis, so there! And two for flinching!!—

So what! Boy, are you a dummy! And — and I suppose the cold war is nuthin' but a fig — a fig — a figment of — and 'cause boy, are you a big dummy!



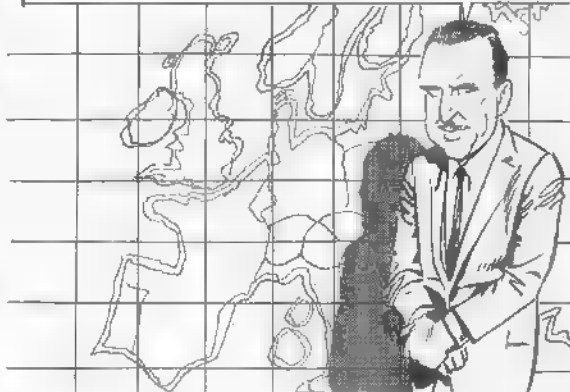
## THE TWENTIETH CENTURY

The PRUDENTIAL INSURANCE COMPANY of AMERICA presents: "The Twentieth Century!"

And here is your host . . . Walter Cronkite!



Tonight, on "The Twentieth Century" — "D-Day" — the invasion of Europe during World War II — actual scenes of the mightiest battle of the war — the battle that opened the door and paved the way to the liberation of France, Belgium, The Nether — The Nether — Holland, and all them other countries there!



The time, June 6th, 1944 — the greatest naval armada in history waits off the coast ■ Normandy as dawn breaks! Now hold your ears! 'Cause all them big cruisers and battleships are gonna start shootin' off their cannons . . . KA — BOOOOOOOOM!!!

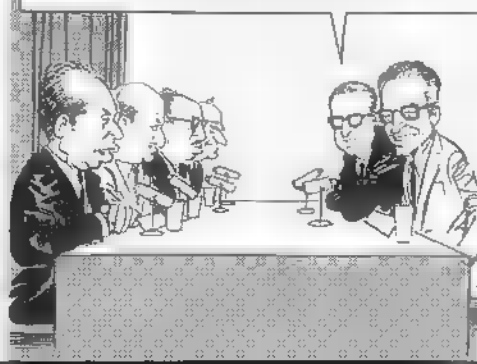


## MEET THE PRESS

How do you do. My name is Lawrence Spivak. I am a moderator. I am the moderator on "Meet The Press." I moderate. That's what a moderator does. Don't you wish you were a moderator? Don't you wish you were the moderator on "Meet The Press?" I do! Then I could stay home on a nice Sunday afternoon like this!



See today's guest. His name is Sen. Barry Goldwater. He is our guest because we invited him. We have invited him to "Meet The Press!" See the four members of the Press. See how anxious they are to meet the Senator. See how anxious they are to ask him questions. See how anxious they are to make a fool of him. Oh! Oh! Here is the first question . . .



I have a question. I have a very tough question to ask. I have a very tough question to ask the Senator — except that from talking like this, I have forgotten the question. Oh! Oh! Now I remember! What is a Conservative Republican? How does he differ from a Liberal Republican? That is my question!



"By Jupiter! Why is it I can never remember the largest plane!"

So I'm ■ big dummy!  
So you're a big  
smartie pants 'cause  
— 'cause you're such  
a big smartie pants!  
And two for blinking!!

So I'm a smartie  
pants! So what!  
So great big what!  
So 'cause I'm  
smarter! Okay, so  
'cause I read ■  
lot! So you wanna  
make somethin'  
of it...??



Smartie pants —  
Smartie pants —  
Can't get a ticket  
to the U.N. Dance!  
Nya-a-a-a-hhh!!

C'mon you guys! Cut  
■ out! Mr. Susskind!  
Make them stop — or —  
or—I'm gonna go  
home and never come  
back if you don't  
make them stop!!

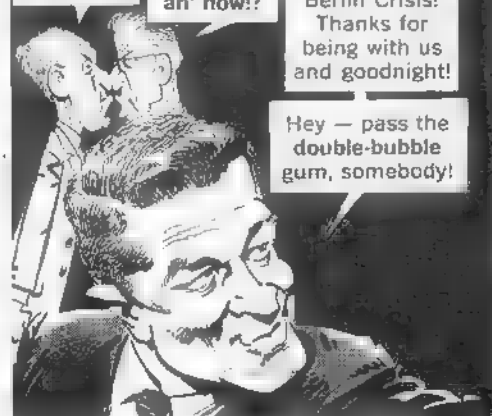


How'd you  
like to  
meet me  
outside  
after  
the show?

Oh, yeah!  
What's a  
matter  
with  
right  
here  
an' now!?

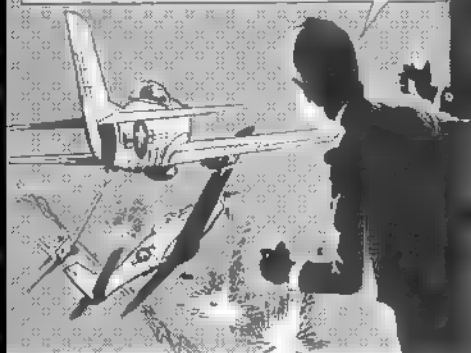
This has been  
"Open End" —  
with another  
intellectual  
discussion!  
Tonight — the  
Berlin Crisis!  
Thanks for  
being with us  
and goodnight!

Hey — pass the  
double-bubble  
gum, somebody!



..What! the dickens was the name of that guy who wrote "Oliver Twist"?

Here comes the planes! Boy are they  
ever gonna blast that beach! Wowee—  
lookit them bombs drop—  
**TWEE-E-E-E — BAROOMM!**  
**CHU-BOOM! KA-ROOM!!**  
Now they're strafing any dirty Nazi  
who may be still hanging around!  
**RAT-TAT-TAT-TAT-TAT—**



Here come the landing barges! —  
**E-e-e-a-a-r-r-r- BOOOO OMM!**  
**RAT-TAT-TAT! WHIRP! WHIRP-WHIRP!**  
Okay, boys! Hit that beach!  
**BLAM! Chugga-chugga-chugga!**  
**PTSHOOMM! Budd-budda-budda!**  
**CRACK! Twaing! Tweeng! Dwaayng!**  
**DJOOP! DJOOP! Dig in! Dig in!**  
**Shhhh-ooooooooommm! Twee-e-e-e-e-e-**  
**TSHAGOOO OMMB!**  
**RAT-A-TAT-TAT! BLAM! BLAM!**



Next week on "The Twentieth Century" — the  
launching of our Ranger Moon Probe! You'll  
visit the blockhouse, see the count-down,  
track the missile... and you'll hear me go  
**"PS-S-S—! SHW-O-O-O-O-SH!**  
**BEEP-BEEP-BEEP-BLOINK dzzzt! Yuh goofed it!**  
**NYAH-NYAH, YUH GOOFED IT!"**  
That's next week on "The Twentieth Century!"  
Now, for Prudential — this is Walter Cronkite!  
Nightie-night!



See the Senator! See how he squirms  
in his chair! Why does he squirm  
in his chair! He squirms because he is  
in the "Hot Seat." The "Hot Seat" is  
a seat that is hot. Why is the seat  
hot? The seat is hot because there  
is a short circuit in the Senator's  
microphorie, and he ■ being slightly  
electrocuted! Ha! Ha! See him squirm!  
Funny Senator! Funny, funny Senator!



I am a Conservative Republican! I am called a  
Conservative because I want to conserve.  
I want to conserve money. I want to conserve  
your money. I want to take ■ out of your  
Piggy Bank and conserve it in my Piggy Bank.  
That ■ known as Free Enterprise. I like  
Free Enterprise. Don't you like Free Enterprise?  
Why don't you like Free Enterprise?  
Because you'd rather conserve your own  
money? Oh! You are a Liberal!!



See the Senator!  
See the Senator  
getting up! See  
the Senator  
leaving the TV  
studio! Why are  
you leaving the  
studio Senator?  
Didn't you  
understand the  
question?

Oh, yes! I  
understood  
the question!  
That is not  
why I am  
leaving! I  
am leaving  
because I  
didn't  
understand  
my answer!



## BERG'S-EYE VIEW DEPT.

According to the experts, young people like to read MAD because it pokes fun at the "adult" world. This doesn't exactly explain why adults like to read MAD, but who are we to argue with the experts. Anyway, for those adults, here's an article that pokes fun at the "kid" world — and we'll see if young people can "take" a joke as well as "make" one . . . as MAD looks at . . .

# THE LIGHTER SIDE OF



Speaking about school . . . did you notice that dreamy Carl Klutz in History class today?

Yes, and that keen Dick Drab who sits next to him! And that he-man, Bob Schmaltz! And—

Do you realize that all we ever talk about is boys? Let's talk about something else for a change!

You're right! Let's talk about . . . er—uh—Sports Cars!

Speaking about Sports Cars . . . did you notice that cute Roger Kaputnik in his new Thunderbird?

Yes, and that good-looking Kevin Finster sitting next to him, and that he-man Tony Glopp in the back?

And that groovy group: Kirk Comb, Gregory Sideburns, Rick Dribble and Chet Bagel—who were standing next to the car?

See? I told you! Isn't talking about Sports Cars much more interesting than talking about boys?!



\*\*Aw, shucks! I can't think of what they call them leaves on an ear of corn!

Gee, I hate to come down to the school field every Saturday just so we can watch the boys play ball!

So do!! But after they finish playing, there's always the chance they may come over to talk to us!

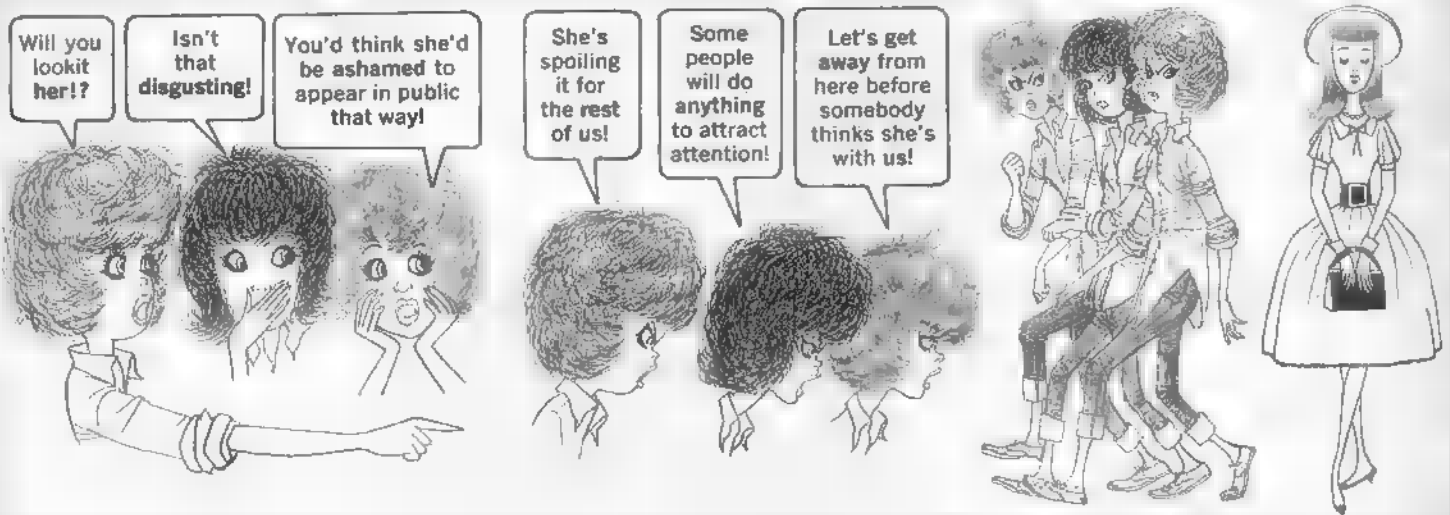
Gee, I hate to play ball at the school field every Saturday just because the girls watch us!

So do!! But after we finish playing, there's always a chance they may come over and talk to us!



# TEENAGERS

WRITER & ARTIST: DAVID BERG





Hey, who's that cute-looking boy over there?

Don't you know him? That's Bernard Foster!

Smartest kid in the class! Straight "A" student! Has an I.Q. of a zillion . . .

Won a couple of gold medals at the Science Fair! Always on the Honor Roll! Was chosen valedictorian! Wants to be a nuclear physicist . . .

Geel! He sounds like a drag!

Yeah! A real creep!

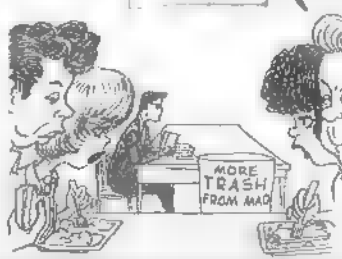
The crum!

Who needs 'im!

PLEASE DO NOT DIRTY UP THE LUNCHROOM THIS IS NOT YOUR HOME.

LUNCHROOM  
OUR FOOD IS ABDOMINAL

MORE TRASH FROM MAD



Dad, can I borrow your razor after you're through?

My razor?! What ever for?

So I can shave, of course . . .

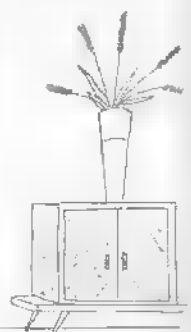
Well, I'll be a son-of-a-gun! You really need one!

Hey, Doris! Come have a look at your son taking his first shave!

**SCREECH!!**  
**MY BABY!**



She's been watching Rick Nelson again!!



I'll get it! It's for me!

I'll get it! It's for me!

I'll get it! It's for me!

Stop where you are! I'LL get it!

Hello? Who do you want to speak to?

What happened?!

It was for him!





GIRL  
WATCHING  
SOCIETY  
MEETS  
HERE

D'jever notice how wherever  
these teenagers go, they've  
always got a transistor radio  
held up to their ears playing  
that Rock 'n' Roll music?



Bruce! Stop bolting  
your food! Honestly,  
you eat like food was  
going out of style!



What's he taking? Seconds?  
I swear! The way these kids  
eat, you'd think food was  
going out of style!



Pardon me, Mom—  
Dad—but what's  
that you're eating?



Metrecal!

See! Food IS  
going out of  
style!

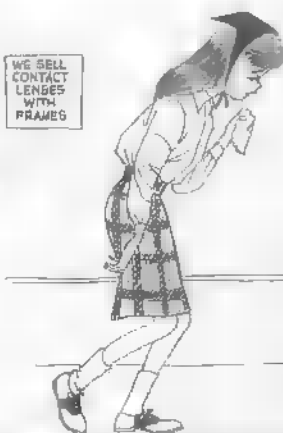


I'll never  
get rid  
of them!

I've tried every  
medication!  
None of them  
help!

My doctor  
says I've got  
to stay away  
from sweets!

WE SELL  
CONTACT  
LENSES  
WITH  
FRAMES



sob sob sob

Shirley,  
darling!  
What's  
wrong?



Oh, Mother! I'm so miserable!  
I'm the only girl in the whole  
crowd who hasn't got pimples!  
sob



\*\*Think!—Someone here must remember that slogan the President of I.B.M. invented!

Just look at what's  
happened in our time—



Atomic power ...  
Television ...  
Miracle Drugs ...



Super-sonic jets ...  
Rockets into space ...  
Man in orbit ...



Yeah! What a bore!  
There's nothing else  
to look forward to!



HERE WE GO AGAIN WITH OUR FICTIONALIZED VERSION OF THINGS WE'D PROBABLY FIND IF WE WERE TO EXAMINE THE CONTENTS OF

# A CELEBRITY'S ~~WALLET~~ PURSE

## IDENTIFICATION

NAME: ELIZABETH TAYLOR  
 ADDRESS: HOLLYWOOD, NEW YORK, EGYPT, ROME  
 PHONE: BUTTERFIELD-8 UNLISTED  
 OCCUPATION: AVERAGE AMERICAN HOUSEWIFE

## IN CASE OF EMERGENCY, NOTIFY:

MY DEAR FRIENDS, DEBBIE AND EDDIE FISHER  
MY DEAR FRIENDS SYBIL AND RICHARD BURTON  
MY STUDIO

*Elizabeth Taylor*

Harold Mukpusher & Assoc., Publicity  
 78 Sunset Blvd.  
 Hollywood, Calif.

Dear Harry,

Enclosed, please find your usual monthly check, although you really don't deserve it!

You promised me full coverage during the Eddie-Richard thing, and I counted eight newspapers in the U.S. that never once had a headline about the affair. I can't understand it. I did everything I could to make it easier for you... the tantrums... speeding to a secret villa with Richard... carrying on with the Egyptian oarsmen on the set... everything except that bit you suggested about Richard and I hiding in the Sphinx together for 3 days. Honestly, Harry, you've got a brilliant mind, but that was a little too much!

And just what happened with you and the Movie Magazines? Did you fall asleep altogether? I read "Modern Screen" last month. They had nine stories... and two weren't about me! Get on the ball, Harry! What do you think I'm paying you for?

Love and kisses,

*Liz*

## B'NAI BRITH WOMEN

Beverly Hills Chapter

## "GOLD STAR MEMBER"

AWARDED TO:

Elizabeth Taylor Fisher

IN RECOGNITION OF HER FINE WORK, CHARITABLE DEEDS, AND THE EXAMPLE SHE HAS SET AS A MODEL PARENT AND WIFE IN OUR COMMUNITY.

AWARDED: Jan. 1  
 EXPIRES: Dec. 31

*Mary Brith Davis, Jr.*

Secretary

## Law Group Honors Elizabeth Taylor



In recognition of her invaluable aid and assistance to their industry, Elizabeth Taylor was named "Woman of The Year" at a testimonial dinner given in her honor last night by the National Association of Divorce Lawyers. Zsa Zsa Gabor accepted the award on behalf of Miss Taylor who is presently in Rome.

# Madame La Couturiere

"Dressmaker To The Stars"  
1987 Overdressed Boulevard, Beverly Hills, California

Dear Miss Taylor:

While I have created many styles of Wedding Ensembles from varied and unusual fabrics in the past, I am sorry to say that I cannot in all good conscience fill your recent order.

This is my final decision.

Under no circumstances can I see my way clear to design a "Wash-And-Wear" Wedding Gown.

*Zelda La Couturiere*

Yours truly,  
Zelda La Couturiere

## The Los Angeles Times

CLASSIFIED ADVERTISING DEPARTMENT

### PRINTER'S PROOF

#### FOR SALE — RECORDS FANTASTIC NUMBER OF LP'S AND SINGLES

Complete works of popular American crooner. Collectors' items such as "I Need You Now," "Anytime," "Bring Back The Thrill," "Wish You Were Here," and "Oh, Mein Papa." Must sell. Sacrifice. Contact E. T., Box 692, L. A. Times

ORDER NO. 52499

CUSTOMER'S NAME E. Taylor

☐ APPROVED

☐ APPROVED WITH CORRECTIONS

SPECIAL INSTRUCTIONS:

*Keep running in paper until somebody replies!!!*



TELEVISION

30 ROCKEFELLER PLAZA NEW YORK 20 N.Y.

Dear Miss Taylor:—

In reference to your suggestion for a Sunday afternoon "TV Spectacular," we have given the matter considerable thought.

We agree that Jacqueline Kennedy's tour of The White House was a resounding success, and although we are aware that you are familiar with Rome, we somehow do not think it fitting or proper that you conduct our viewers on a tour of The Vatican.

*A. S. Alexander*

Albert S. Alexander  
V.P. in charge of  
Special Projects

RE-499

THE  
CA  
HA

... A New Cardinal Edition ...  
WITH THE COMPLIMENTS OF  
POCKET BOOKS

Here is your Review Copy of:  
THE CARPETBAGGERS

We Would Appreciate Your Comments:

*I found this book rather dull and slow moving! Nothing very exciting happens! Frankly, I can't stand these "Slice-of-Life" stories of ordinary everyday folks, anyway!*

*Elizabeth Taylor*



CARDINAL  
EDITION  
THE  
COMPLETE BOOK



TO ALL THE WORLD	
CLASS OF SERVICE	
FULL RATE	
TELEGRAM 5/1	
CALL RATE UNLESS OTHERWISE MARKED	
NO ACCT. NO.	
NAME AND ADDRESS	
DATE	

RADIOGRAM

TO - ELIZABETH TAYLOR  
C/O 20TH CENTURY FOX  
ROME, ITALY

MAY 1, 1962

WE HAVE ALWAYS ADMIRER YOU-STOP-WE THINK YOU ARE A BEAUTIFUL WOMAN-STOP-WE THINK YOU ARE A TALENTED ACTRESS-STOP-BUT AS FAR AS YOUR PERSONAL LIFE IS CONCERNED WE'RE GETTING A LITTLE DISGUSTED SO FOR PETE'S SAKE-STOP  
THE ELIZABETH TAYLOR FAN CLUB

Subject to the conditions, regulations and rates as set forth in the applicable tariff of RCA Communications, Inc., and in its with the regulatory authorities.  
UNICATIONS, INC., A SERVICE OF RADIO CORPORATION OF AMERICA



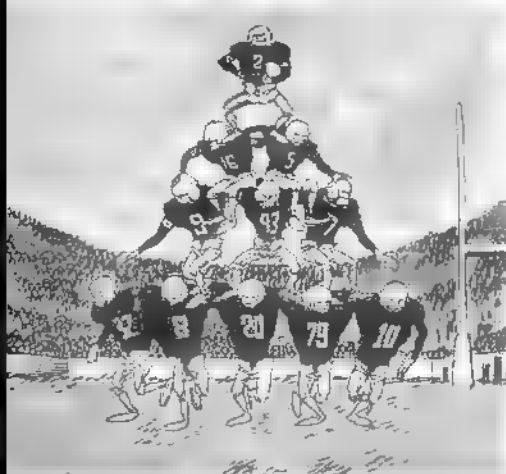
## VARSITY DREGS DEPT.

Every year about this time the fancy slick magazines run annual "Football Roundups." We've noticed, however, that these "roundups" only seem to be concerned with the big universities. What about the smaller, specialized schools? Why doesn't some magazine run a "round-up" about them? We'll tell you why! Because nobody is really interested, that's why! Which is also the general feeling about MAD. So it's only natural that we now present...

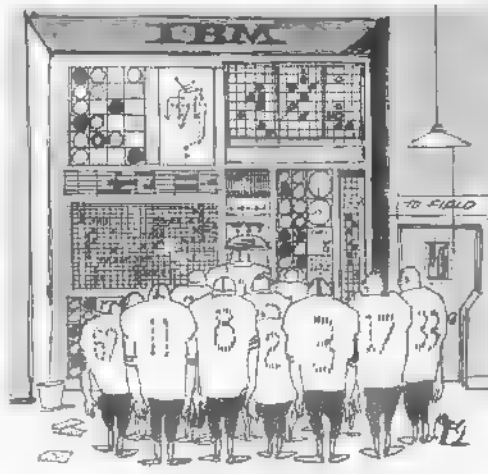
# MAD'S 1962 FOOTBALL ROUNDUP

## For Little-Known Schools and Colleges

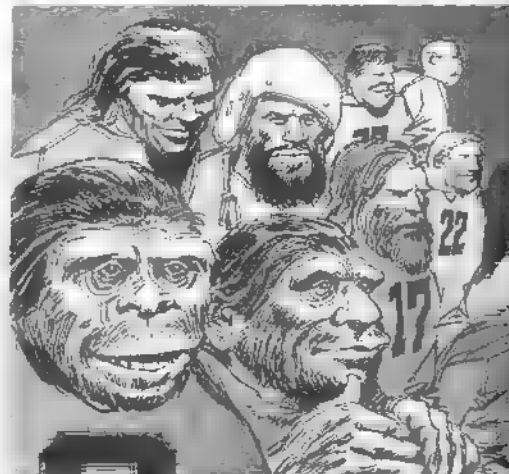
### HIGHLIGHTS OF UPCOMING GAMES



Experts are speculating whether Akron Academy of Acrobatics will be allowed to run its controversial Pyramid Play.



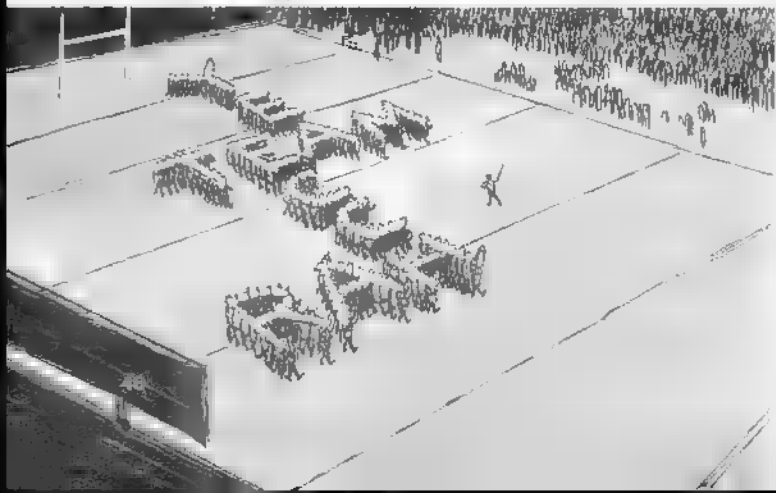
Players from the IBM Training School will get last-minute instructions from their new IBM coach, the Mark-IV-61B.



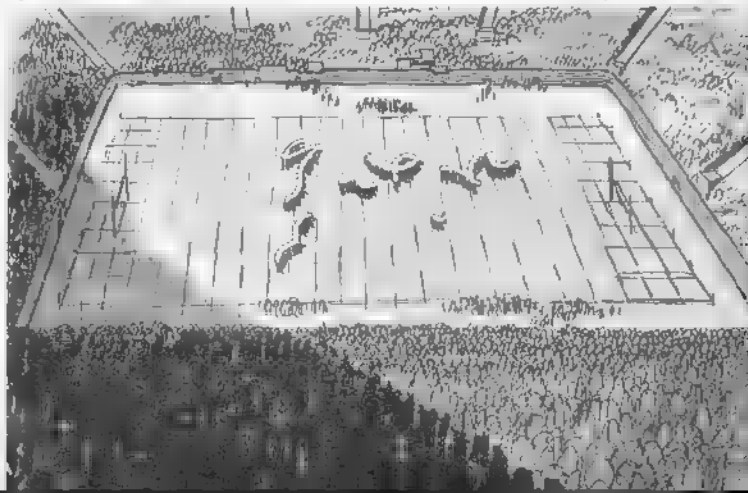
The Western Anthropological Research Center has many strong players on its bench, ready to be sent into the game.

### HIGHLIGHTS OF UPCOMING BAND FORMATIONS

The Texas State Crossword Puzzle Solvers Institute has two marching bands this year . . . one for horizontal formations, and one for vertical formations. The "Pencil-Sharpener" have even bigger plans . . . they hope to field a team, too!



The Pittsfield Massachusetts College of Applied Finance and Business Administration now teaches shorthand—which means that its small marching band will finally be able to spell out the name of the school between halves this year.





THE TOP TEN				
	SCHOOL	TEAM NAME	COLORS	COMMENTS
1.	Tulsa Academy of Beauticians	The Pincurlers	Blonde and Brunette	Only their Quarterback knows for sure!
2.	Poughkeepsie College Upholstering	The Innersprings	Walnut and Birch	Spring training showed lots of stuff!
3.	Sioux City College of Divinity	The Meditators	Pure White	Thou shalt not lose!
4.	Pawtucket Poultry Institute	The Chicken-Flickers	Rhode Island Red	Team shows plenty of pluck!
5.	Biloxi College of Bartendering	The Inebriates	Scotch and Soda	Loaded with power; in fact, just plain loaded!
6.	Goodhousekeeping Institute	The Pot-Holders	Brown and Serve	Beefy line; seasoned backs, should taste victory!
7.	Nebraska College of Dentistry	The Gassers	Tartar Yellow	Constant drilling has filled holes in line!
8.	Airline Stewardess Training School	The Tray-Warmers	Coffee, Tea and Milk	Team shows best strength when it takes to the air!
9.	Georgia College for the Unkempt	The Slobs	Tattle-Tale Gray	Might make clean sweep despite dirty playing!
10.	Kansas College of Chiropractors	The Bone-Crushers	Black and Blue	Team handles itself well but backs are weak!

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS



Players from Ohio College of Neurotics can expect emergency first aid on the field after any traumatic experience.

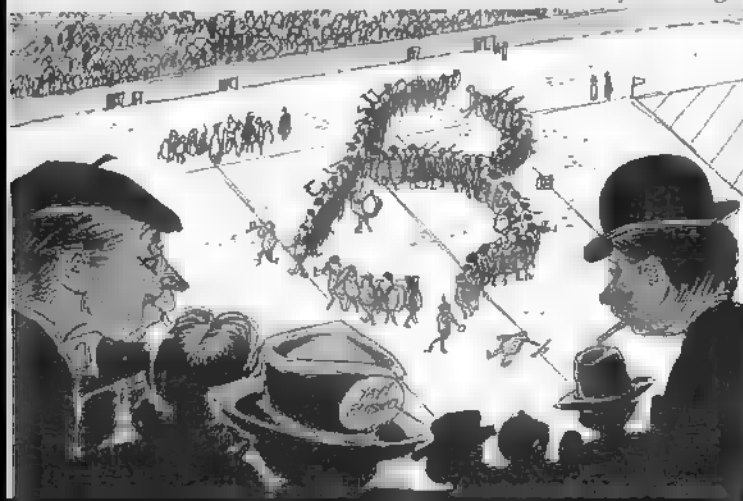


The fast-quipping backfield of the Ace Gagwriters Institute will continue to break up the opposition again in '62.

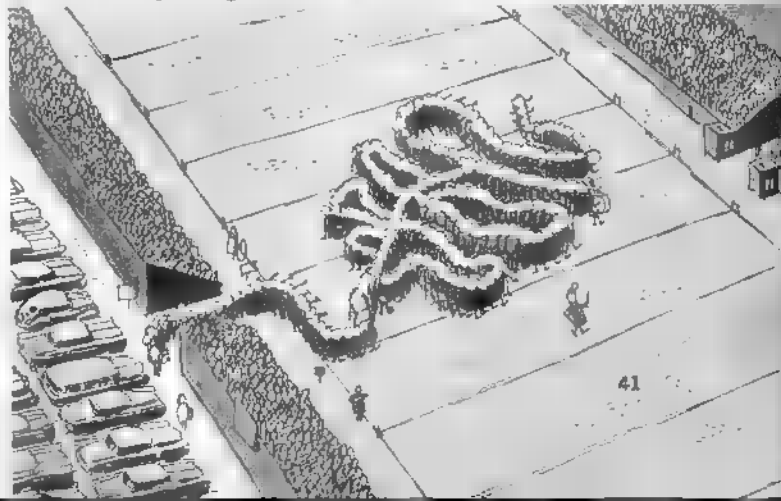


The Florida College of Sandhogs boasts some new offensive plays that open big holes for its ground-gaining backfield.

The marching band of the Biloxi College of Bartendering will attempt to form its school initial, "B," again this year, but we doubt if it will succeed. Once again, the Gin and Vodka Lab Courses are scheduled for Saturday mornings.



The Indiana College of Internal Medicine won the Intricate Band Formation Award for Small Colleges in 1961 with its famous "Small Intestine Formation," which extended across the field and parking lots, and through most of the campus.



# SMALL COLLEGE PLAYERS TO WATCH IN 1962

**Morton Meef, Quarterback**  
Montana Medical College



Carrying the ball against Iowa Medical last year, Meef amazed spectators by a successful removal of the bladder during a quick opener. However, the play was diagnosed as an illegal operating procedure, and Meef got the treatment.

**Fowler Esterhazy, End**  
New Mexico School of Law



This is the last season for Esterhazy, who has saved many a verdict for the "Plaintiffs" through brilliant defense. During a '61 tilt with Oregon Law, his objection to a penalty was sustained—and the Referee got 2 to 5 for perjury.

**Fenwick "Sphinx" Forbusher, Back**  
Idaho Institute of Archaeology



Forbusher, who plays football for the "Tomb-Diggers", against his Mummy's wishes, won nationwide acclaim during the 1961 season when he became the first quarterback in history to call signals in "Egyptian hieroglyphics."

**Felix "Orbit" Corbett, Tackle**  
Alabama College of Astrology



Corbett's horoscope is very promising this season, which means he may get to play. His past three seasons have been marred by a fractured jaw, a sprained pelvis, and the failure of Saturn to come into conjunction with Mercury.

**Horace "Pansy" Hemus, Guard**  
Brooklyn College of Botany



In 1961, Hemus cost his team a trip to the Chlorophyll Bowl when he detoured around a rare specimen of African Violet while chasing a back from Biology Normal. However he is rated a budding lineman if he can overcome greenness.

**Grover Hczsklynski, Center**  
Arthur Murray Dance Studios



Although severely injured, Hczsklynski still managed to sign up the entire opposition team for the October Special Six-Week Advanced Beginner's Cha-Cha Course while trapped in a pile-up in a game with Dale Carnegie Tech last year.

**Myron Fink, Fullback**  
San Quentin



In last year's game with Leavenworth, Fink found a hole in the wall, eluded two guards and a safety man, and ran 3,279 yards before they could finally bring him down. His wounds should heal in time for 1962 opener with Atlanta.

**Max Quibbish, Halfback**  
Texas College of Taxidermy



Quibbish set a record in '61 when he scored every time he carried the ball. This is because he reeks of formaldehyde, and nobody dares to go near him. Quibbish hopes to preserve his record for the "Skin-Struffers" this season.

**Houdini "Phhhht" Rifkin, End**  
Michigan College of Magic



Rifkin, who failed to turn the trick for the "Rabbit-Pullers" in '61 after a mid-season suspension for turning a stadium of 25,000 spectators into a herd of gnus, seems confident for '62. Maybe he's got something up his sleeve.

# THE CALL OF THE MILD DEPT.

Today, the trend in magazines seems to be toward specialization. Newsstands are glutted with magazines for practically everybody. "Woman's Day" is for the women . . . "Playboy" is for the playboys . . . "Good Housekeeping" is for the good housekeepers . . . "MAD" is for the birds. And then, of course, there's that rash of Men's magazines . . . for the men! For rugged men, that is. Magazines like "True", "Saga", "Argosy" and "Cavalier" are filled with stories of heroism, courage, blood and raw guts. But what about the gentler men—men who never kill sabre-toothed tigers with their bare hands—men who aren't heroic—who have no courage or blood or raw guts? Men like you and me! In other words, cowards! Yessiree, they really should have a magazine for our kind of people, something like

# CHICKEN

THE MAGAZINE FOR GENTLE MEN



NOVEMBER  
A Haf A Dollah

UNLESS YOU PLAN TO CAUSE  
A SCENE—IN WHICH CASE, PAY  
THE OLD THING YOU WANT FOR \$111

THE DAY I WENT OUT IN PUBLIC WEARING  
CHARTREUSE SLACKS, BLUE SUEDE SHOES,  
A PLAID JACKET, AND A SEERSUCKER TIE  
—AND GOT PUNCHED RIGHT IN THE MOUTH!

MY GIRL FRIEND'S KID BROTHER ■  
REALLY GONNA GET IT  
(But Not From Me!)

WHEN TO GIVE UP YOUR SEAT ON A BUS  
(And What Types Of Men To Give It Up To!)

A 6-FOOT-6-INCH BRUTE CALLED ME A SLOB  
(And I Was Forced To Agree With Him!)

I WAS SEVERELY BEATEN UP BY THE  
NEIGHBORHOOD BULLY LAST WEEK—  
SO I'M NOT TALKING TO HER AGAIN!

STICKS AND STONES MAY BREAK MY BONES  
(That's Why I Avoid Fights At Any Cost!)

MAN'S BEST PROTECTION IN COMBAT:  
A PAIR OF HORN-RIMMED GLASSES!

THE DAY I GOT SAND-KICKED IN MY FACE—AND LIVED!

ARTIST: JACK RICKARD  
WRITER: EARLE OOD



**AVOID  
STREET FIGHTS!  
BARROOM  
BRAWLS!  
WIN  
SYMPATHY  
FROM GIRLS!  
■ ET  
IMMEDIATE  
SEATING ■  
RESTAURANTS  
AND MOVIES!  
AVOID  
PLAYING  
SPORTS!  
LEAN  
ON EVERYBODY!**



Chester Good, Marshal  
Dillon's Deputy, has  
been faking it for  
years! So can you!

**STOP WORRYING!  
START LIMPING!  
USE...**

**CHICKEN  
LEG  
SPLINTS**

Unique 4 x 4 boards—  
especially designed to  
fit your leg.

**RIGHT & LEFT MODELS.**  
Send leg size today!  
**ONLY \$4.98 EACH!**

**CHICKEN SPLINT CO.**  
The Boardwalk  
Atlantic City, N. J.

## The "Chicken Record Club" Announces:

Fantastic Reductions On The Following L.P.'s:



**Only  
\$2.98  
each!**



**FREE, WITH EACH PURCHASE OF 2 OR MORE RECORDS:**

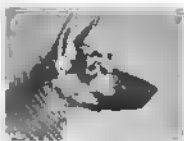
A gigantic 5-foot-square album cover of your choice.  
It doesn't contain a record—but it's great to hide in.

THE "CHICKEN RECORD CLUB," BOX 12, CAMDEN, N. J.

**NOW . . . You can own a pet without fear of its turning on you!**

The United States Army Announces An  
Exclusive Sale To Chicken Pet Lovers:

## CANINE CORPS REJECTS



### "ROWDY"

A German Shepherd who, when  
his regiment was attacked  
during the Battle Of The  
Bulge, rolled over on his  
back and played "dead!"



### "SNOOKUMS"

A Doberman Pinscher who broke  
away from our top espionage  
agent in Germany during a  
parade to leap into a staff  
car and lick Hitler's face.



### "FINKIE"

A Dalmatian, captured on his  
first day in battle, who got  
fat on Gestapo food because  
he personally flinked out on  
374 Allied Cocker Spaniels.

These dogs:  
**LOOK LIKE WAR DOGS!  
SMELL LIKE WAR DOGS!  
GROWL LIKE WAR DOGS!  
BUT THEY'RE  
CHICKEN!  
JUST TALK TO THEM  
STERNLY—AND THEY'LL  
FAINT!**

We also have several  
**PIGEONS**  
that preferred to swallow  
their messages rather than  
fly through the flak!

**WRITE: KOWARDLY KENNELS, DOGPATCH, VIRGINIA**

## Chickens Around Town

WHAT THEY'RE DOING, AND THEN RUNNING AWAY FROM

Dellwood Bubby, who always used to complain that nasty fellows kept beating him up because he had a weak chin, grew a goatee last month. Now they're beating him up because he has a weak beard . . . Chauncy Miltown, who was told by Hans "Muscles" Schultz, his local butcher, to "Get lost!" is believed to be somewhere in the Amazon jungles . . . Finchley Weathergate was bitten by another dog again last week. This dog was named Sally Crudge . . . Wilbur Fergus and Rodney Chamois, who feed the pigeons in the park every afternoon, were attacked and severely injured by a half-crazed sparrow late Friday . . . Franklin Simon



Wilbur Fergus and Rodney Chamois  
after savage attack in the park.

certainly put down a group of fellows who were making fun of him in Gallagher's Bar the other night. He got out of his chair, walked right over to them, and threw up! They won't bother him again . . . bully for you, Franklin!

Tommy Tinker watched wrestling for the first time on his brand new television set last week. His friends will be delighted to know that he's at Johns Hopkins and recovering nicely . . . Carlton Dillingham writes that he has a new son, which is "good news"—as he puts it, because now he has someone to wear his old knickers. Unfortunately, the boy will have to wait until he's full grown, since Carlton never wore knickers as a child . . . Farley Frumpsch, who was struck by a Police Prowl Car and knocked 150 feet in the air last week, has pleaded guilty to a charge of leaving the scene of an accident.

When Kevin Justin was mugged in the park last week, he was busy necking with Cynthia Frost. That's the third time in three months that Cynthia's mugged Kevin! You'd think he'd learn! . . .



Kevin Justin and Cynthia Frost  
after savage mugging in the park.

Count Renfrew Von Lear-don was grossly insulted by a tough in one of the better nighteries, and the plucky Count quickly stood up to the brute and slapped him across the face with his glove. Whereupon the tough hit the Count across the face with his glove. Unfortunately, his fist was in it at the time! . . . Jason Flam has been riding around in a protective Police Car for the past four months. We

were very excited about this news, and thought for a while that he was one of us. But he isn't. He's riding around in that car because he happens to be a cop.

# I RECEIVED 18 MEDALS DURING WORLD WAR II



By CHUMLEY FROTH TETLEY, JR., D.F.C.

**T**O THOSE OF YOU who know and love me, it may seem strange and unbelievable that I personally received 18 medals during World War II, especially since I was 4-F, and rejected by every Draft Board in the State—thank goodness! But it's true, every word of it. I swear. I *did* receive them.

They kept coming in the mail all through the war. My sister, who was a WAC, was winning them.

So I would receive them from the postman, mount them on velvet in a darling frame, and keep them for her. I figured it was the least I could do for the brave girls that were giving their all on far-flung battle fields across the world to protect us 4-F's back here at home.

Which is how I earned my D.F.C. (*Dedicated Fabulous Coward*) Award. It seems my mother wrote to that wonderful organization behind my back, CONT: PG. 58



"Chicken-of-the-Month"  
Award

## Chicken Magazine Salutes Derwood P. Freen

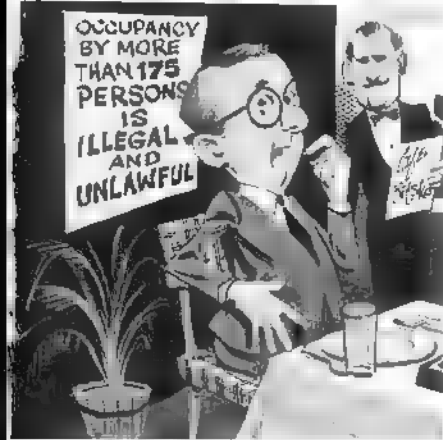


Derwood P. Freen

# The "Chicken" of the Month

IN A 24-HOUR PERIOD, DERWOOD P. FREEN DISTINGUISHED HIMSELF BY THE FOLLOWING "CHICKEN" ACTS:

Entered a restaurant with a lawful seating capacity of 175 people, and after counting, discovered that he was number 176—so he promptly left.



Spotted a burning building full of screaming people, looked around, saw a large pole with a fire alarm box on it, and hid behind it for two hours until the fire was finally put out.



Confronted by a "DON'T WALK" sign which was obviously out of order and wouldn't switch to "WALK," he spent 3 hours on the corner, afraid to move, until a man came and fixed the sign.



Went across the street to a theater featuring the latest horror movie—and fainted during the color cartoon.



After the movie, came upon 3 toughs beating up a young girl. Wasting no time, he dashed into the fray, gave the girl a hard slap and ran away.



Witnessing a liquor store hold-up, he whipped out a pad and pencil, wrote down the license plate number of the getaway car, hailed a passing taxi, pursued the crooks until they passed his bookie's place, stopped, rushed in, played the number, and won \$172.



Got on a bus without realizing it was filled with loud, rowdy girl scouts. 27 blocks later, got off the bus (or

was pushed) with 2 black eyes, his tie in 14 knots, and 385 boxes of cookies that cost him exactly \$172.



Quickly made his way up to his room, where he fearlessly donned his new "Winnie-the-Pooh" pajamas, crawled under his youth-bed, and fell asleep.



**CONGRATULATIONS  
TO YOU  
DERWOOD P. FREEN,  
FOR WINNING THE  
"CHICKEN OF THE  
MONTH AWARD!"  
IT'S HERE IN OUR  
OFFICES, WAITING  
FOR YOU TO PICK  
IT UP... BUT WE  
DOUBT IF YOU HAVE  
THE GUTS TO COME  
AND GET IT!  
—The Editors**

# THE INQUIRING CHICKEN

by Warren (Nosey) Nussbaum

## QUESTION: WHY DO YOU SUBSCRIBE TO CHICKEN MAGAZINE?

**TOD BLATT**  
Novice-Escapist



In a way, Colonel John Glenn was responsible for my introduction to Chicken Magazine. I was watching the on-the-spot news coverage of his orbital flight on television with my mother last February, and during his ride up in the elevator to the nose cone, I fainted. My mother immediately decided it was time to introduce me to Chicken and got me a gift subscription.

**SANFORD P. GLACE**  
Free-Lance Fink



I subscribe to Chicken because I want to maintain my individuality in a world over-run with ruffians. I abhor cruelty, and I want everybody to know it. If more people read Chicken, there would be less violence in the world, and get that pad and pencil out of my face or I'll scratch your eyes out!

**HARVEY MITTLEFUDD**  
Professional Coward



I subscribe to Chicken Magazine because I adore it. But it sure has given me some lumps. I used to go down to my local newsstand to buy it every month, but the neighborhood kids would wait for me and attack me, and the news dealer would hit me, and I'd come home a bloody mess. Then I got smart and subscribed. Now it's delivered to my door once a month, and the only guy that beats me up is the postman.

**BILL ("HOPALONG") BOYD**

Son of the Former Cowboy Star, Bill Schwartz



Ooooooh! Don't ever sneak up on a guy like that again! You scared the day-lights out of me! I feel faint. Let me lean on you for a minute. I didn't see you standing there. Oh, Dear—my heart is beating like a trip-hammer. I don't think... I'm going to... make it... everything is... turning... black—I think I'm going to-o-o-o (THUD)

## CHICKEN'S MONTHLY HISTORICAL QUIZ

*What famous Chickens in history made these fabulous "Chicken Statements"?*

"I have not yet begun to fight... and I don't intend to!"

"War is hell... and that's why I'm staying home!"

"I only regret that I have but one life to give to my country... but that is the case, so I'll see you around!"

"Don't fire until you see the whites of their eyes! That should give me enough time to get the heck out of here!"

"Don't give up the ship... sell it!"

"Shoot if you must this old gray head... it's my Grandfather's anyway!"

LOOKING FOR A SAFE, COZY RETREAT?

STAY AT THE BEAUTIFUL

**Sheraton Squeamish**



### FEATURING:

**AN ALL-TILE BEACH**—So no one can kick sand in your face!

**NO SPORTS ACTIVITIES**—So you won't feel you're inferior!

**WATERED LIQUOR**—So there won't be any aggressive drunks!

**ALL OUR BELLHOPS ARE 90-POUND WEAKLINGS**  
(They can't even lift your luggage!)

**EVERY EMPLOYEE IS UNDER 5-FOOT 3-INCHES**  
(They're even more chicken than you!)

**OUR ORCHESTRA ONLY PLAYS ONE SELECTION**  
("Afternoon Of A Faun")

YOU'LL JUST ADORE THE

**SHERATON SQUEAMISH**

There's nobody to bother you!  
There's nothing to do!

Managed by Wally Cox

## CHICKEN'S MONTHLY SPORTS CORNER

CHICKEN'S RECOMMENDED LIST OF SPORTS TO WATCH:	CHICKEN'S RECOMMENDED LIST OF SPORTS TO PLAY:
1. Bullfighting	1.
2. Karate	2.
3. Judo	3.
4. Ice Hockey	4.
5. Drag Racing	5.
6. Street Rumbling	6.
7. Park Mugging	7.
8. Jai Alai	8.

NEXT MONTH: Famous Chicken Sports Figures and Their Chicken Feats

## Chicken Classified Ads

### 345—Job Opportunities

**WORK** in a tranquilizer Manufacturing Plant. \$70.00 a week, and all you can swallow. Box 159, Chicken Magazine.

**BOUNCERS**, Immediate employment, 4 or 5 openings in a leading Tennis Ball Factory. Salary, \$2.50 per hour. Box 161, Chicken Mag.

**PUSHERS**, Opportunity for ambitious young men to work outdoors as product testers for successful Baby Carriage Manufacturer. Write to Box 164, Chicken Magazine.

**BIG GAME HUNTERS** needed in Research Division of large Toy Company. Our staff has previously uncovered such big games as Scrabble, Monopoly and Backgammon. Apply Box 166.

### 346—Personals

**MISSING**, looks like typical English Sheep Dog, answers to the name of Sidney, last seen drinking water from a saucer outside restaurant corner Main and Front Sts., has leash and collar with name Sidney on it. If found, please return immediately. It's my husband! Sally Mutz, Box 2.

**HARRY**. Tomorrow is my 96th birthday. Have you forgotten. All is forgiven. Let me know what hospital you're in. I promise not to hit you again. Love. GRANDMA

**TO THE FELLOWS** who beat us up in Glennon's Third Avenue Bar. We just want you to know we know who you are—and we're leaving town as you suggested. ■ & F.

**TWO YOUNG AD AGENCY** Account Execs wish to share apartment with Judo Expert who is friendly and willing to answer the door. Box 572. Chicken Magazine.

**IF YOU ARE THE GUY** who set fire to my house, beat me up, kidnapped my wife, and stole my car...shame on you! Milton Duckblows

COMING UP IN NEXT MONTH'S

## Chicken

(If Your Heart Can Stand It!)

**"SOMEDAY I WILL RETURN TO THE SAVAGE AMAZON!"**

By Julie Newmar's Ex-Boyfriend

**"I FINALLY LEFT MY MOTHER!"**

The Exciting Story Of A 45-Year-Old Bachelor's Struggle For INDEPENDENCE!

**"I WAS BEATEN UP 37 TIMES IN THE THIRD GRADE!"**

Sidney Finster Tells Why He Finally Gave Up Teaching

**"THE MAN WHO TALKED BACK TO HIS SISTER AND LIVED!"**

(Fiction)



# THE PARTING SHOT

ARTIST: JOE ORLANDO



(REAL HONEST NO-KIDDIN' ADVERTISEMENT)

# HAVE A "MAD" XMAS! TERRIFIC MUSIC YOU CAN DANCE TO! IDIOTIC LYRICS YOU CAN LAUGH AT!

ASK FOR  
**MAD'S**  
DANCEABLE  
SINGABLE  
LAUGHABLE  
GREAT NEW  
**HIT**  
**L.P.**

**12 NEWIES**  
**BUT**  
**KOOKIES**  
INCLUDING...



"Blind Date"  
(Yaaaaahhhh!)

"Please, Betty Jane"  
(Shave your legs!)

"When My Pimples  
Turned to Dimples"

"She Got A  
Nose Job"

"Let's Do  
The Pretzel"

"I Found Her Telephone  
Number Written On The  
Boys' Bathroom Wall!"

"Agnes"  
The Teenage  
Russian Spy

"Throwing The  
High School  
Basketball Game"

"I Saw Someone  
Else's Dandruff  
On Your Shirt!"

## MAD "TWISTS" ROCK 'N' ROLL

ON SALE NOW AT YOUR FAVORITE RECORD STORE

(IF IT ISN'T IN STOCK, ASK THE MAN TO ORDER IT! "BIG TOP" 12-1305)

Look For It! Listen To It! Laugh At It! Love It!





PHOTO BY LESTER KRAUSS WHO KEEPS HIS MONEY IN HIS SHOES

## Bootyrest...for the Money that Can Buy Happiness

Good night, sweet principal!

Here's a thought to sleep on: Why toss when the economy turns? Now you can provide yourself with a soft cushion for those hard times that may lie ahead.

When you sleep on a Bootyrest "Night Depository," you rest insured. Because your security rests with you. Just open the convenient side zipper, stuff in your hard-earned

cash, and sleep tight. Enjoy peace-of-mind over mattress.

Then, if the stock market collapses or business sags, you won't lie awake nights. You'll doze off peacefully — counting that extra support you've got in your Bootyrest.

It's much better than counting sheep!

Buy a Bootyrest "Night Depository" and start hoarding today. It's the mattress with the money-back guarantee!

Ordinary mattress sags as economy sags. You toss and turn.



Bootyrest has support of firm cash. You sleep like a log.



**BOOTYREST**  
by ZIPPIN\$

THE MATTRESS WITH  
THE SAVING GRACE

